

# *City of Greenwood*

## *Citizen Survey Methodology*

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- *Questions on full range of usage, customer satisfaction, needs, unmet needs, and priorities, funding and voting questions*
- *Goal of 600 completed surveys.*
- *Actually completed 850 surveys. Results have 95% level of confidence with margin of error of +/-3.4%*

# *Key Topics of Importance*

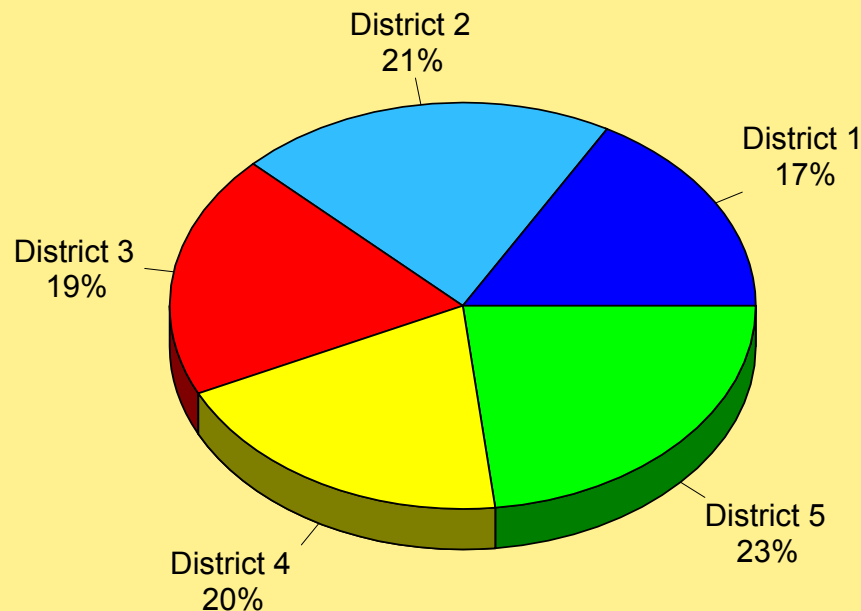
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- *Usage and satisfaction with current system*
- *Parks and recreation facilities that are needed, unmet need and high priorities*
- *Support for developing of new swimming pool*
- *Identify most important parks and recreation facilities to develop in new regional park with tax support*
- *Voter support for improvements*

# ***Respondents Were Distributed By Council Districts***

## **Percent of Respondents from Each Council District**

by percentage of respondents

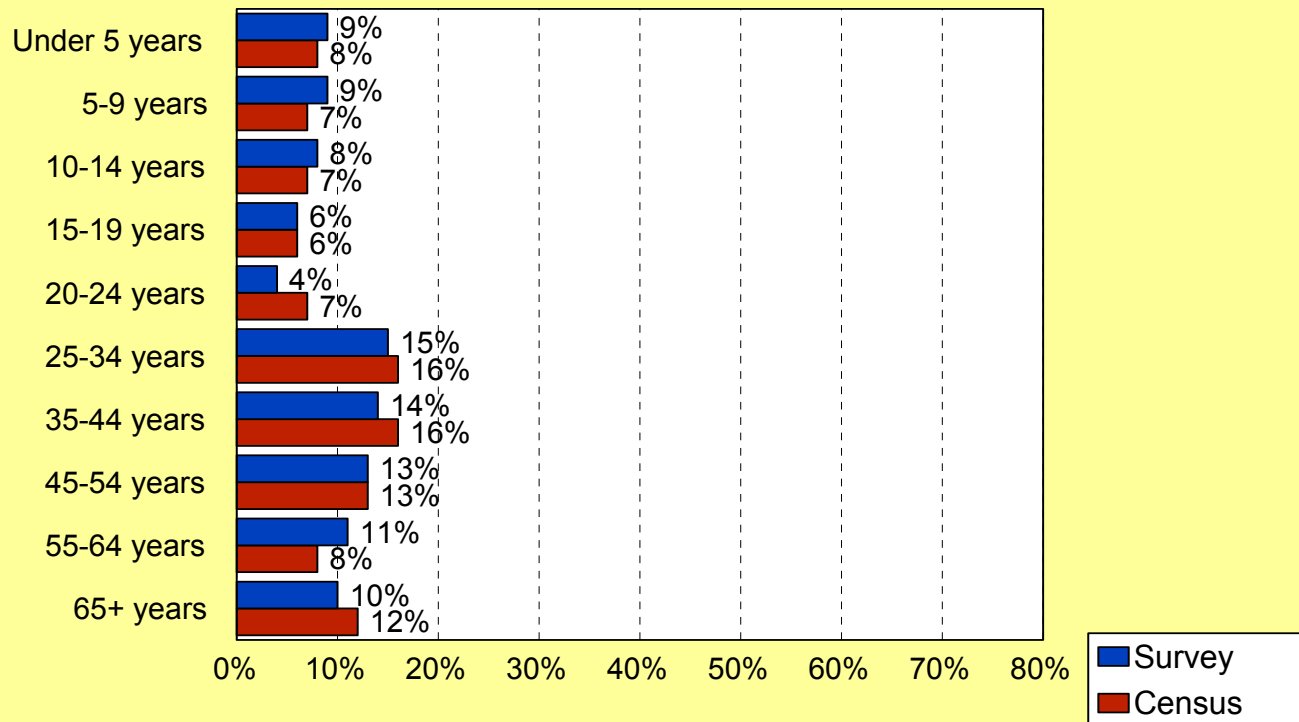


Source: Leisure Vision/ETC Institute (July 2006)

# *Survey Compared to Census*

## Q2. Demographics: Ages of People in Household

by percentage of household occupants



Source: Leisure Vision/ETC Institute (July 2006)

# *Special Demographic Breakdowns Included:*

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- *Household size and type*
- *Council Districts of residency*
- *Park users and recreation participants*
- *Gender and age of respondent*
- *Current use of Greenwood Pool*
- *Years living in Greenwood*
- *Voting and amount per month*

# *Importance of Responses (Listed in reverse order of importance)*

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- *Needs*
- *Unmet Needs*
- *Priority Importance*
- *Priority Importance through Tax Support*
- *Voter Support*

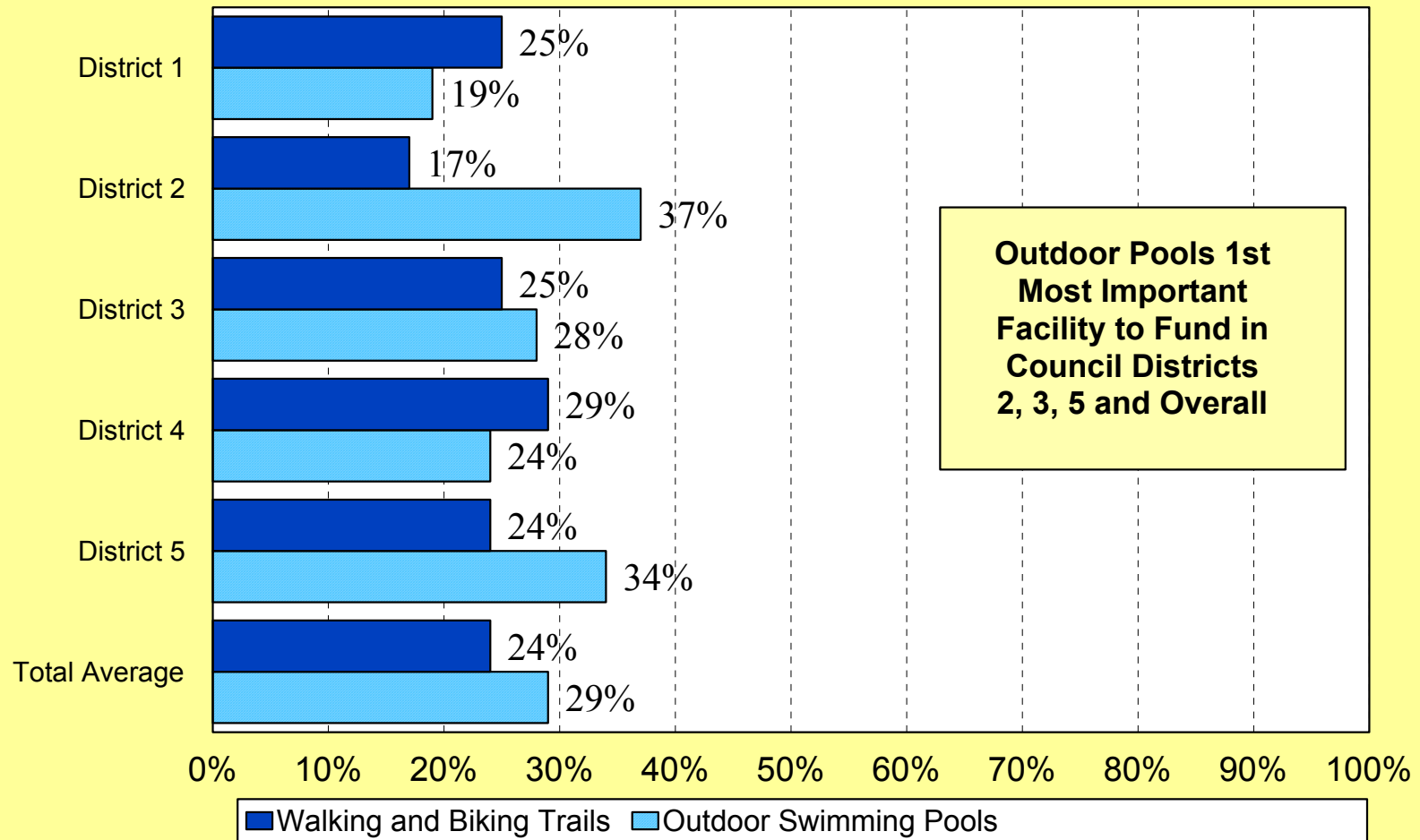
## *Key Survey Finding*

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- *There is significant support for more walking and biking trails and a new outdoor swimming pool with several other parks and recreation improvements also having strong support.*

# Q19. Facilities Respondents Would Be Most Willing to Fund With Their Tax Dollars

1st Choice Most Willing to Fund

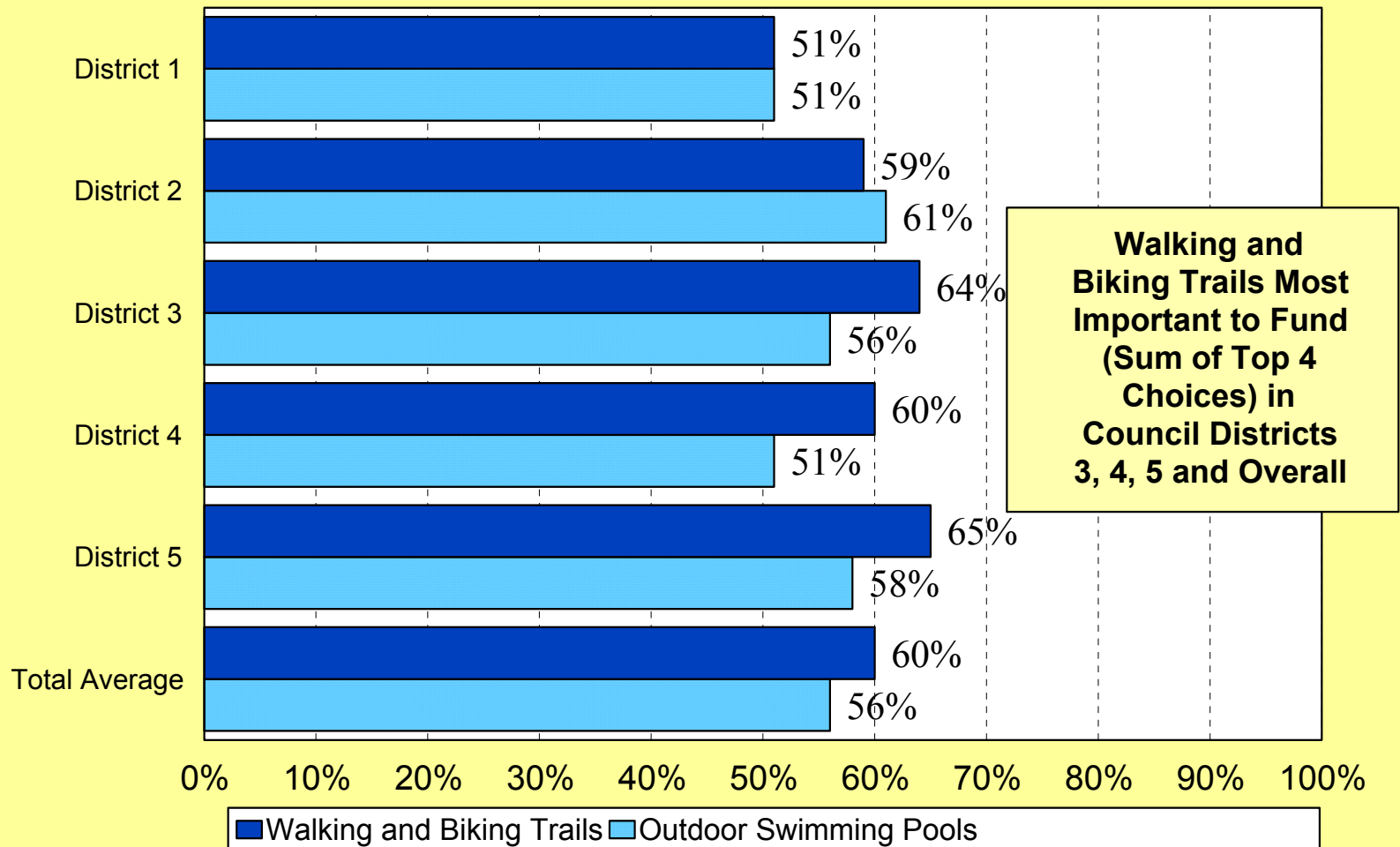


Source: Leisure Vision/ETC Institute (July 2006)

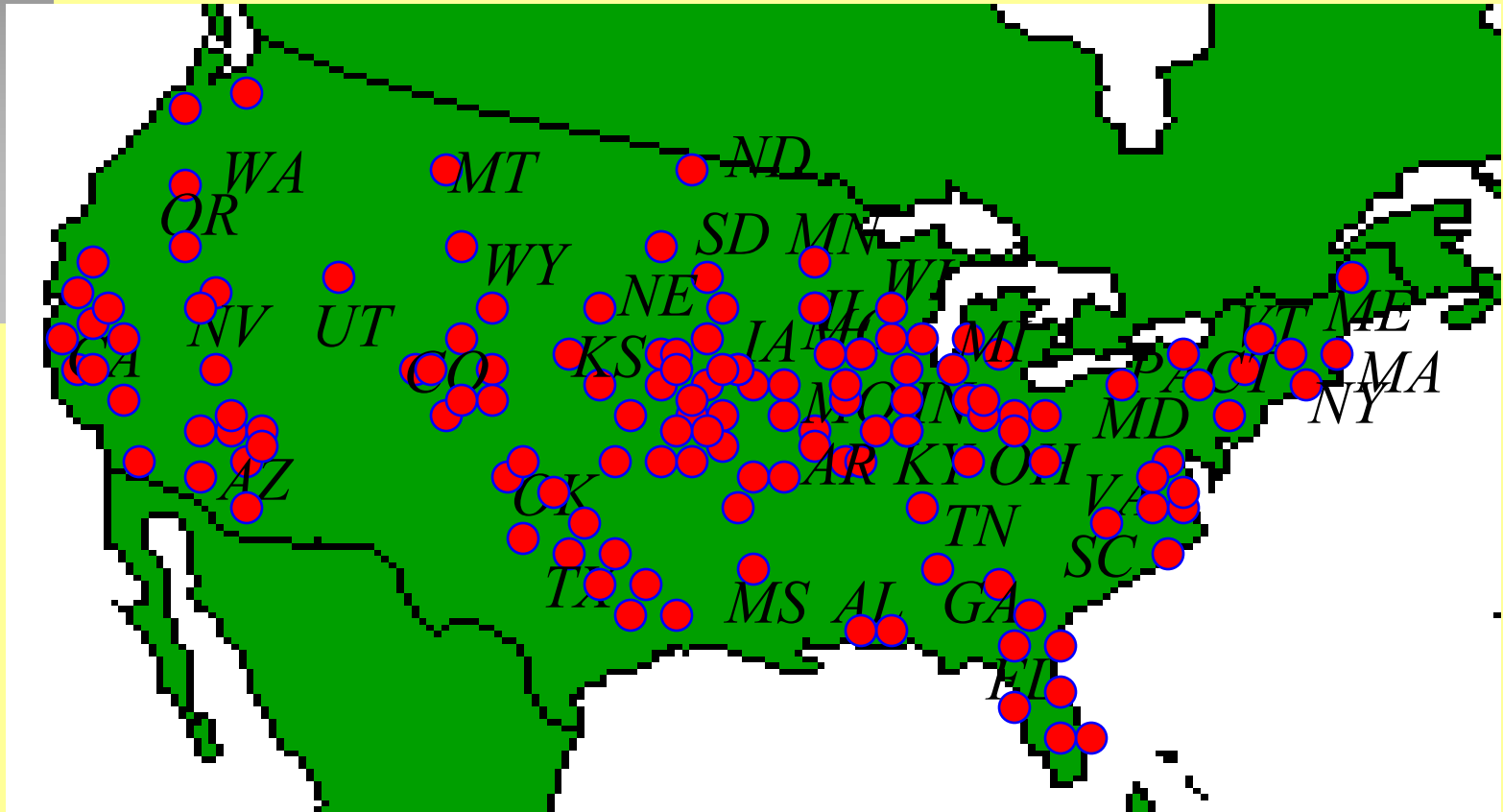


# Q19. Facilities Respondents Would Be Most Willing to Fund With Their Tax Dollars

Combination of Top 4 Choices Most Willing to Fund



*Leisure Vision- More than 450 Needs  
Assessment Surveys in 46 States*

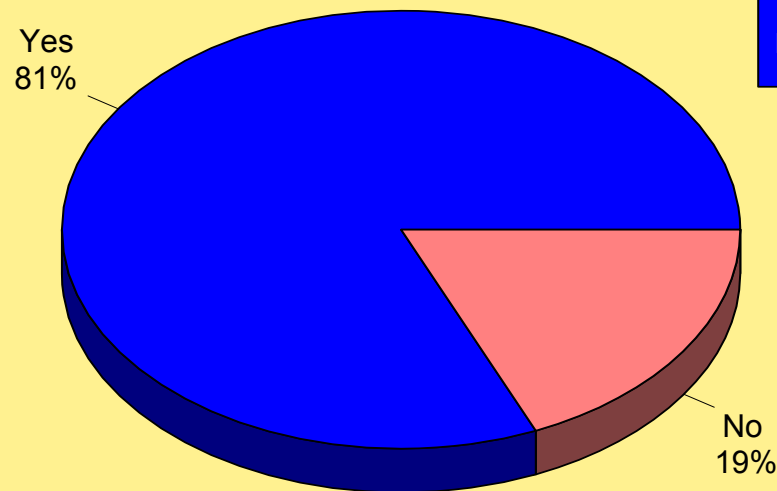


*Benchmarking Comparisons to  
National Clients*

# ***Finding #1: Usage of Parks is High with Average Satisfaction***

## **Q3. Have Respondent Households Visited Any City of Greenwood Parks During the Past Year**

by percentage of respondents



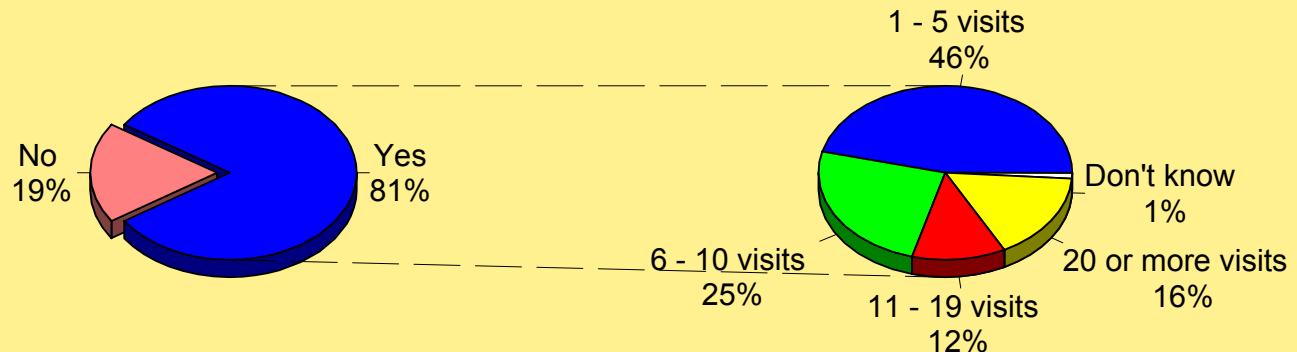
Visitation ratings significantly higher than national benchmark of 72%

Source: Leisure Vision/ETC Institute (July 2006)

# ***Finding #1: Usage of Parks is High with Average Satisfaction***

## **Q3. Have Respondent Households Visited Any City of Greenwood Parks During the Past Year**

by percentage of respondents



Source: Leisure Vision/ETC Institute (July 2006)

# ***Finding #1: Usage of Parks is High with Average Satisfaction***

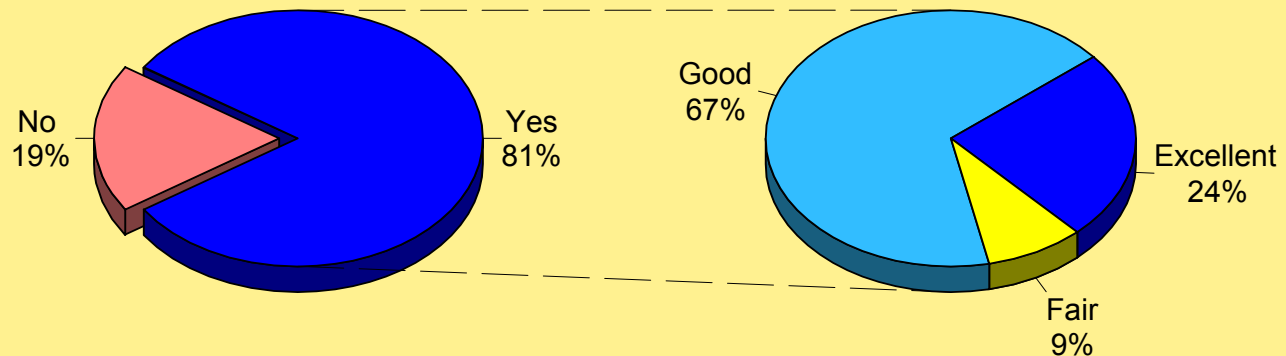
## **Q3. Have Respondent Households Visited Any City of Greenwood Parks During the Past Year**

by percentage of respondents

**Excellent ratings  
lower than  
national  
benchmark of 29%**

**Good ratings  
higher than  
national  
benchmark of 53%**

### **Q3b. How Respondents Rate the Physical Condition of ALL the City of Greenwood Parks They Have Visited**

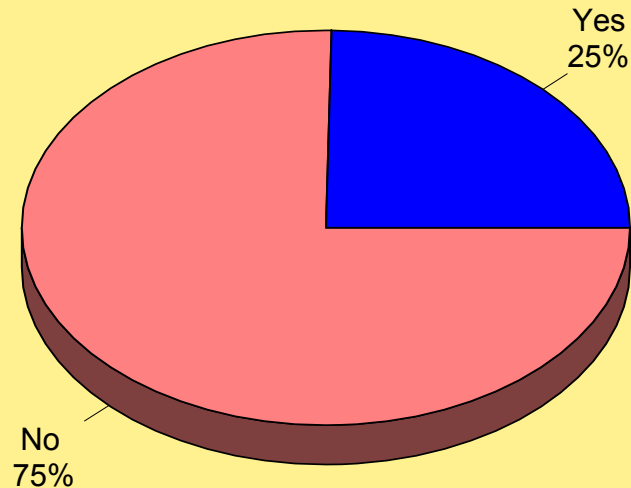


# ***Finding #2: Participation in Programs is Slightly Lower Than National Benchmarks with Average Satisfaction***

## **Q4. Have Respondent Households Participated in Any Recreation Programs Offered by the City of Greenwood During the Past 12 Months**

by percentage of respondents

Participation ratings slightly lower than national benchmark of 29%



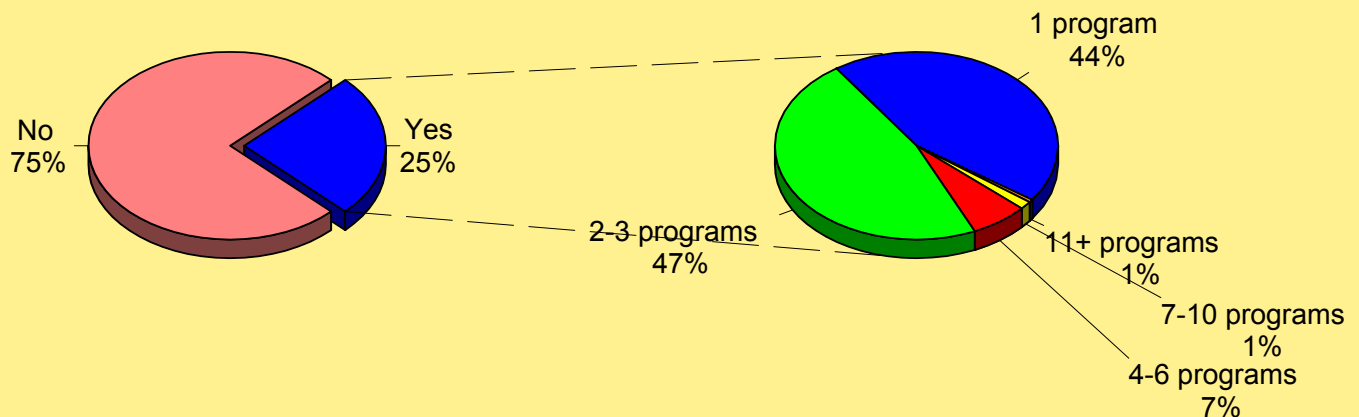
Source: Leisure Vision/ETC Institute (July 2006)

# ***Finding #2: Participation in Programs is Slightly Lower Than National Benchmarks with Average Satisfaction***

## **Q4. Have Respondent Households Participated in Any Recreation Programs Offered by the City of Greenwood During the Past 12 Months**

by percentage of respondents

### **Q4a. How Many City of Greenwood Recreation Programs Have Respondents Participated in Over the Past 12 Months**



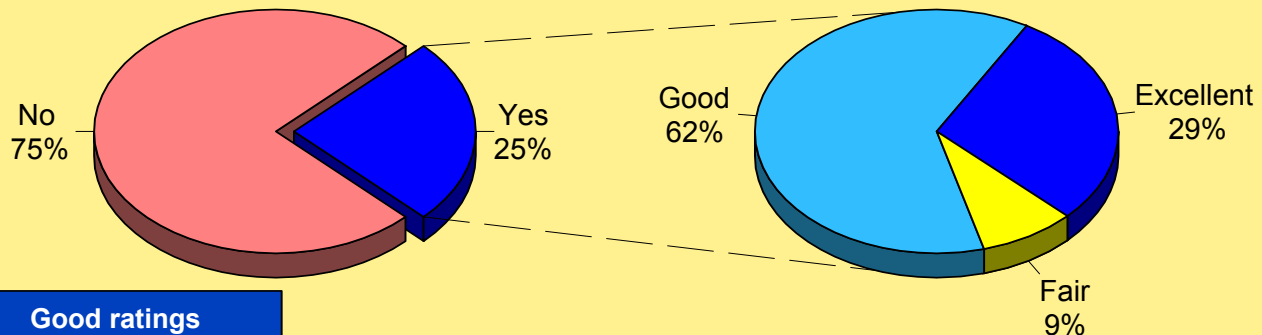
# ***Finding #2: Participation in Programs is Slightly Lower Than National Benchmarks with Average Satisfaction***

## **Q4. Have Respondent Households Participated in Any Recreation Programs Offered by the City of Greenwood During the Past 12 Months**

by percentage of respondents

Excellent ratings  
slightly lower than  
national  
benchmark of 33%

### **Q4b. How Respondents Rate the Quality of the Programs They Have Participated in**



Good ratings  
significantly  
higher than  
national  
benchmark of 54%

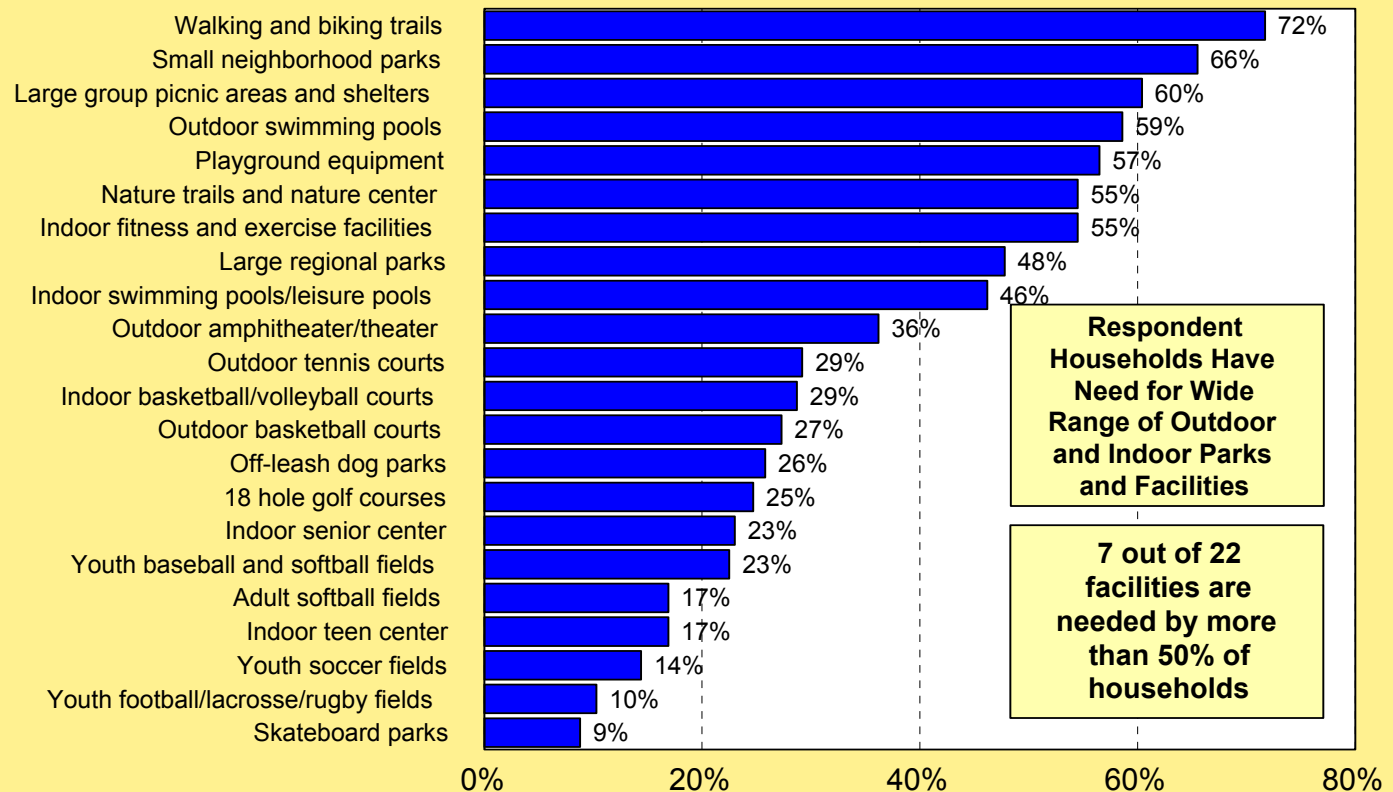
Source: Leisure Vision/ETC Institute (July 2006)



# *Finding #3: Residents Have a Need for a Wide Range of Parks and Recreation Facilities*

## **Q5. Percentage of Respondent Households That Have a Need for Various Parks and Recreation Facilities**

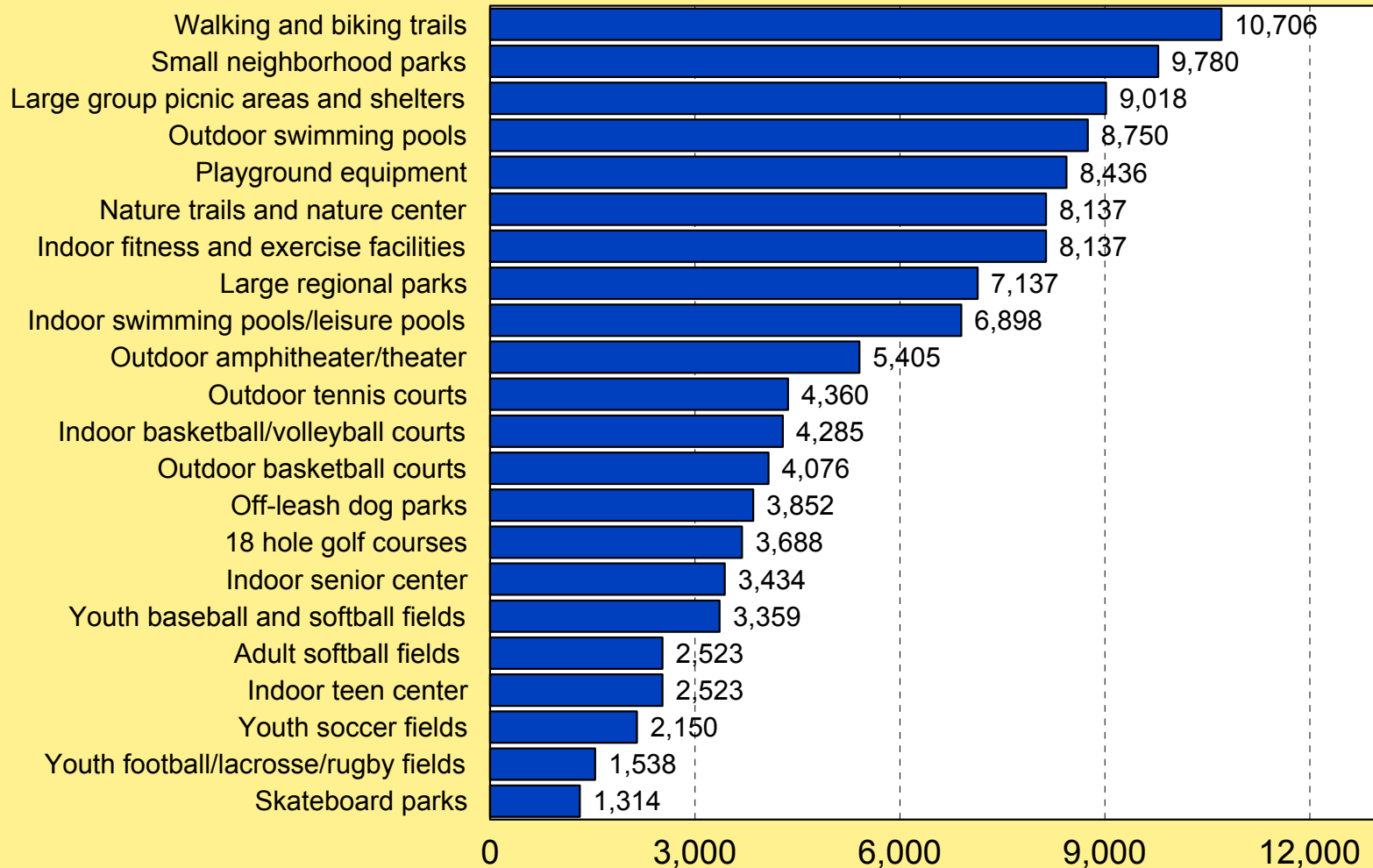
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (July 2006)

# Q5. Estimated Number of Households in Greenwood That Have a Need for Various Parks and Recreation Facilities

by number of households based on 14,931 households in the City of Greenwood (Source 2000 US Census)

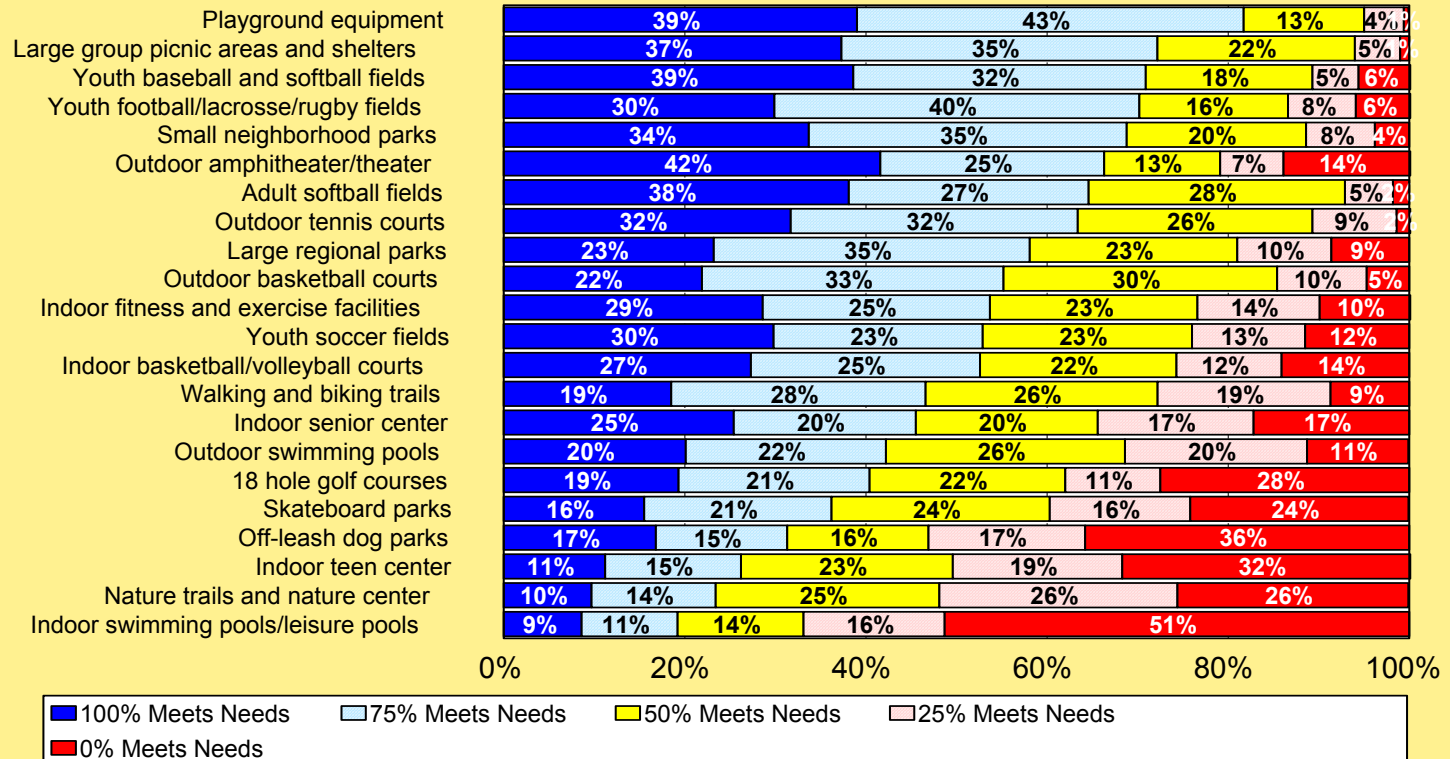


Source: Leisure Vision/ETC Institute (July 2006)

# *Finding #4: For a Wide Range of Facilities Needs Are Not Fully Met*

## Q5. How Well Parks and Recreation Facilities in Greenwood Meet the Needs of Respondent Households

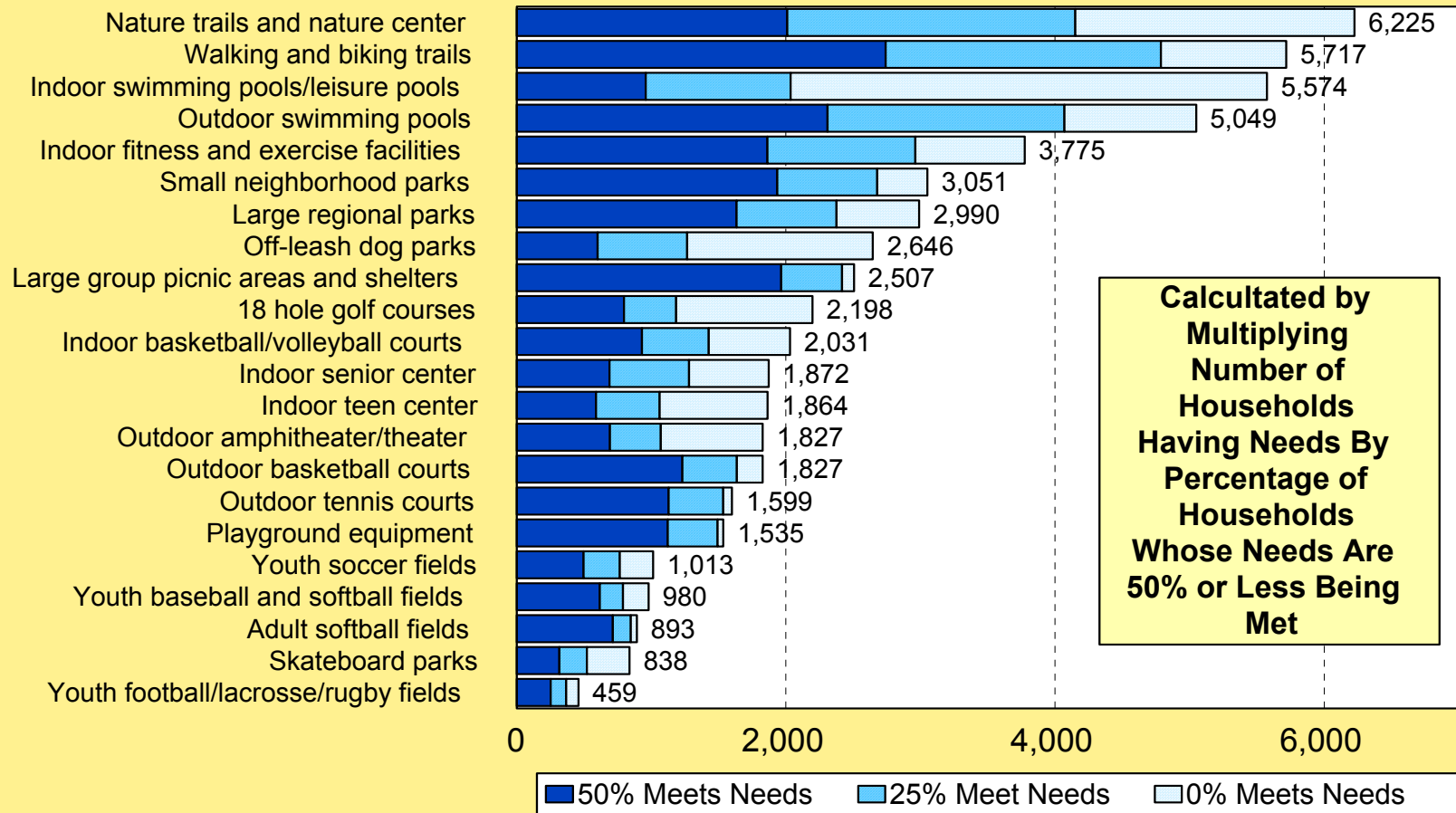
by percentage of respondents with a need for facilities



Source: Leisure Vision/ETC Institute (July 2006)

## Q5. Estimated Number of Households in Greenwood Whose Needs for Parks and Recreation Facilities Are Only Being 50% Met or Less

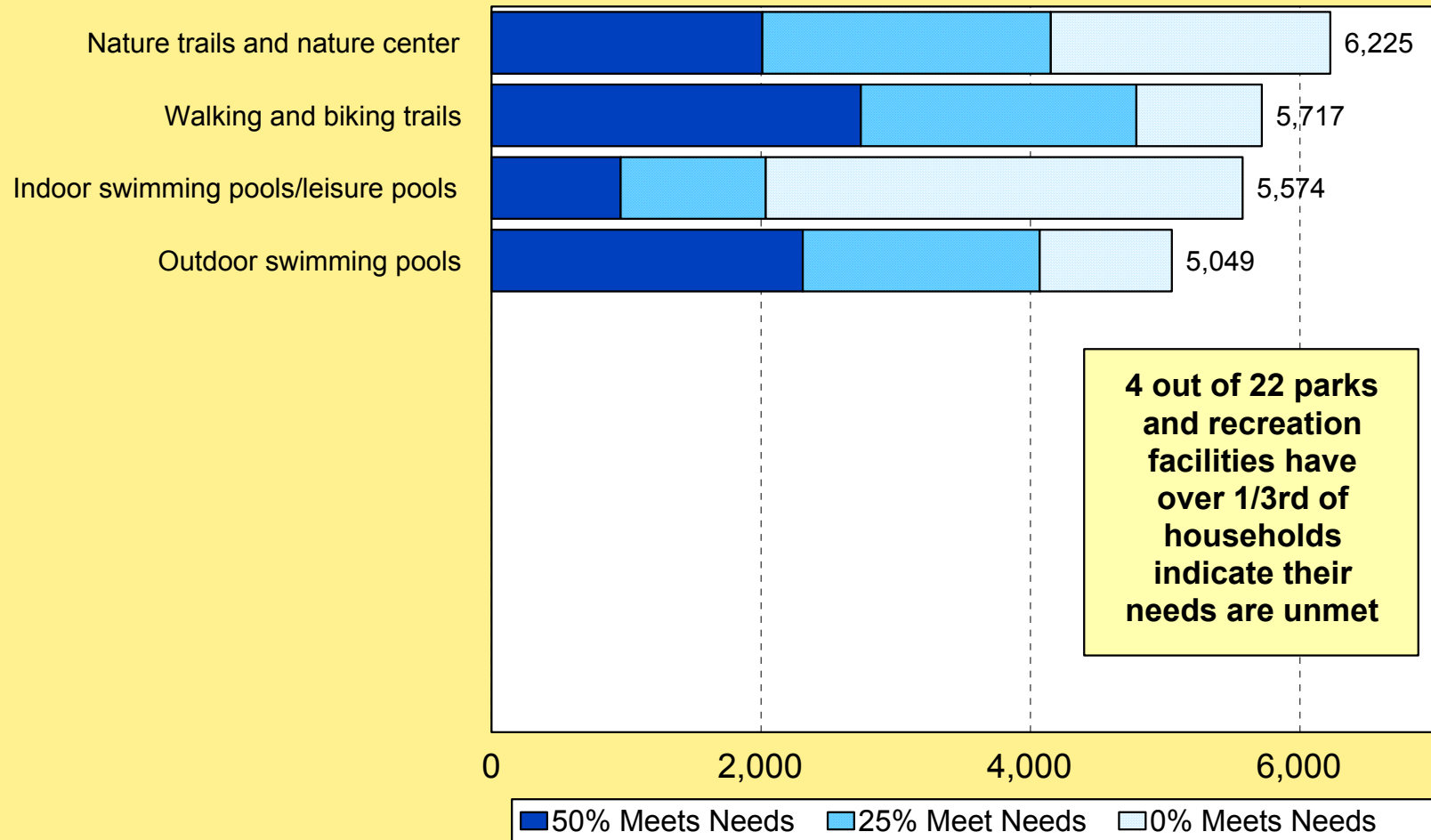
by number of households based on 14,931 households in the City of Greenwood (Source 2000 US Census)



Source: Leisure Vision/ETC Institute (July 2006)

## Q5. Estimated Number of Households in Greenwood Whose Needs for Parks and Recreation Facilities Are Only Being 50% Met or Less

by number of households based on 14,931 households in the City of Greenwood (Source 2000 US Census)

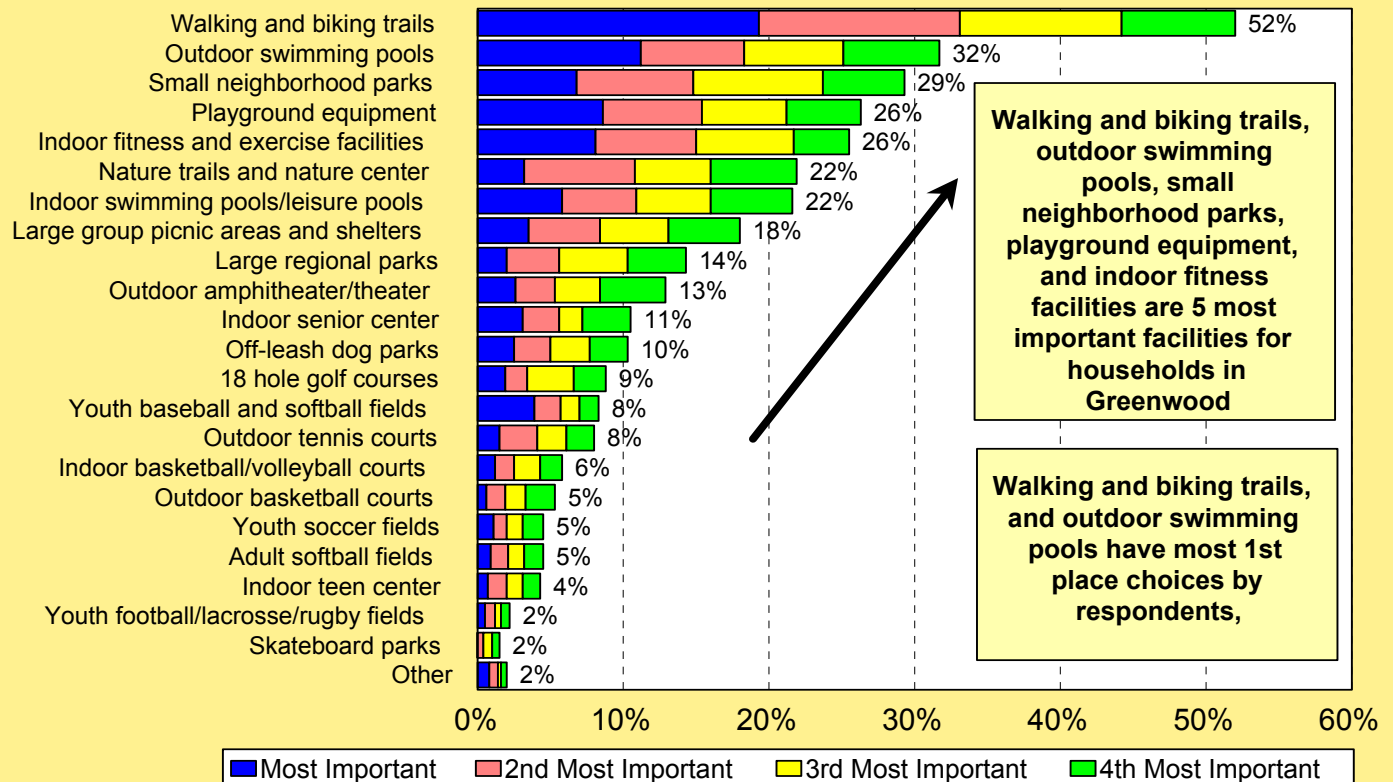


Source: Leisure Vision/ETC Institute (July 2006)

## *Finding #5: Walking and Biking Trails, Outdoor Pool, and Small Neighborhood Parks Most Important*

### Q6. Parks and Recreation Facilities That Are Most Important to Respondent Households

by percentage of respondents who selected the item as one of their top 4 choices

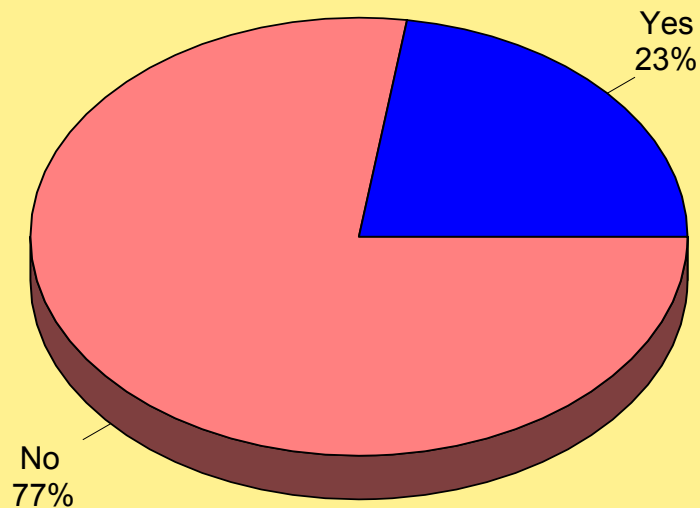


Source: Leisure Vision/ETC Institute (July 2006)

## ***Finding #6: Less Than 25% of Residents Currently Use the Greenwood City Pool***

### **Q7. Did Respondent Households Use the Greenwood City Pool in 2005**

by percentage of respondents



Source: Leisure Vision/ETC Institute (July 2006)

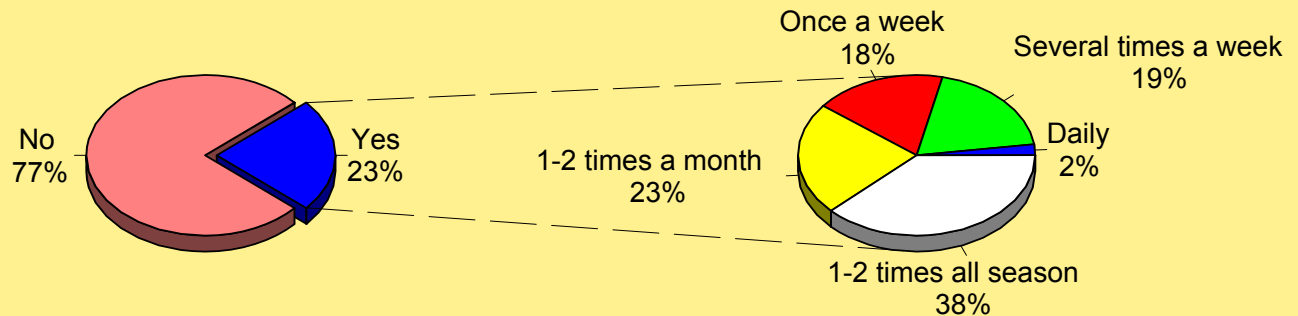
# ***Finding #6: Less Than 25% of Residents Currently Use the Greenwood City Pool***

## **Q7. Did Respondent Households Use the Greenwood City Pool in 2005**

by percentage of respondents

Only 9% of respondents use pool at least weekly

### **Q7a. How Often Did Respondent Households Use the Greenwood City Pool in 2005**

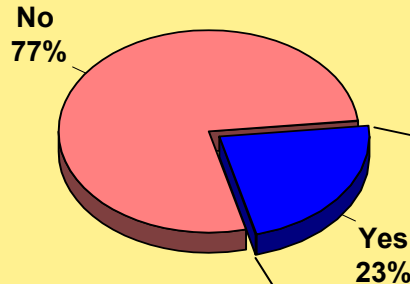




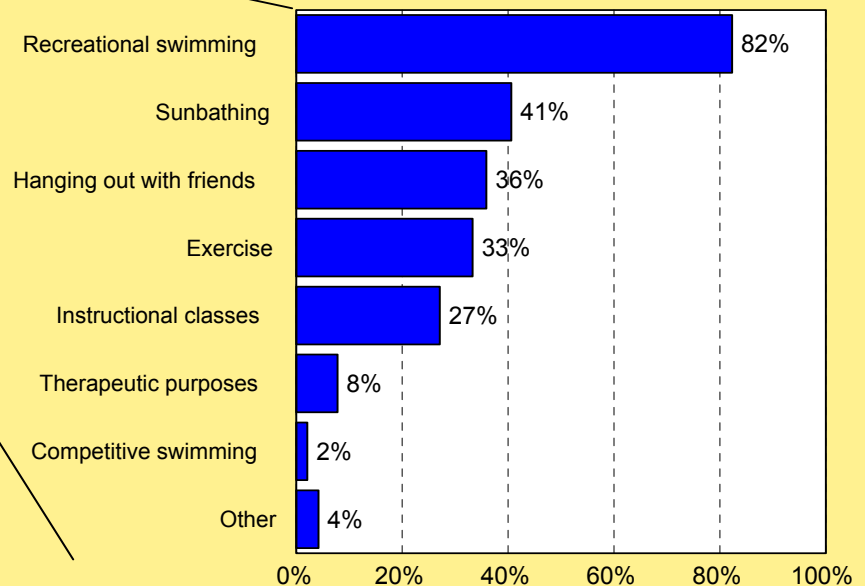
# ***Finding #6: Less Than 25% of Residents Currently Use the Greenwood City Pool***

## **Q7. Did Respondent Households Use the Greenwood City Pool in 2005**

by percentage of respondents



### **Q7b. Reasons Respondents Households Did Use the Greenwood City Pool in 2005**

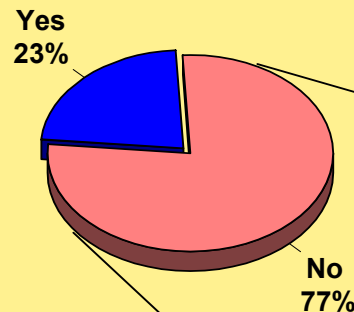


Source: Leisure Vision/ETC Institute (July 2006)

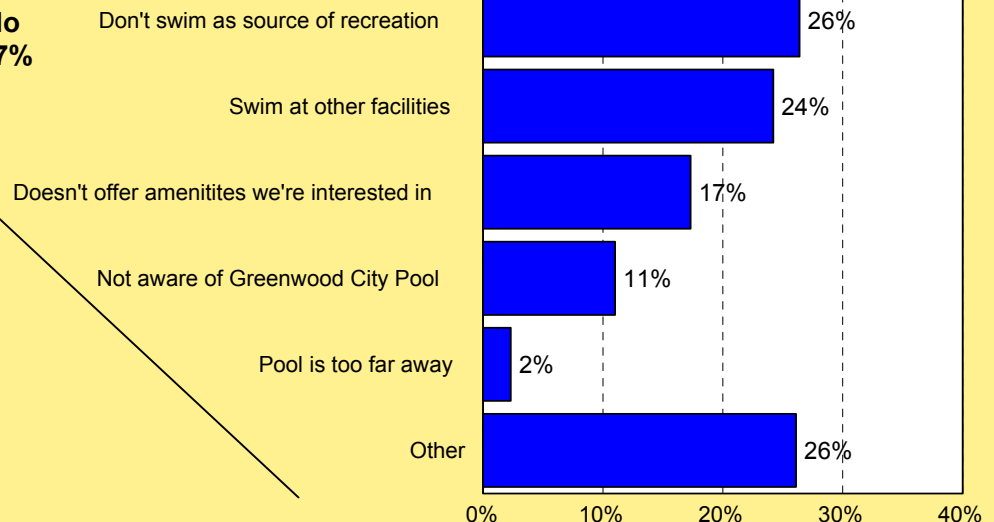
# ***Finding #7: Swim at Other Facilities, Don't Have Amenities We Are Interested In Are Prime Reasons Swimming Public Doesn't Use Pool***

## **Q7. Did Respondent Households Use the Greenwood City Pool in 2005**

by percentage of respondents



### **Q7c. Reasons Respondents Households Did Not Use the Greenwood City Pool in 2005**

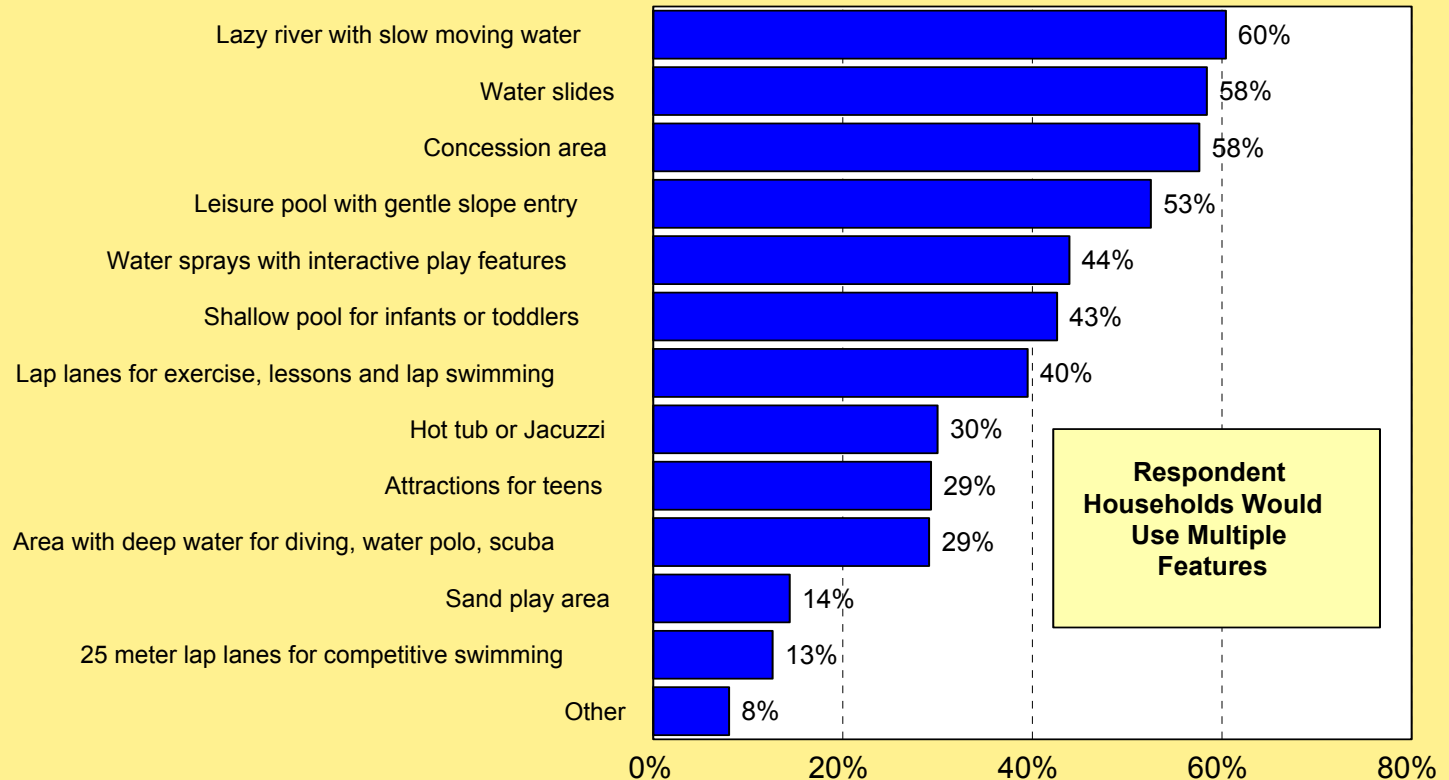


Source: Leisure Vision/ETC Institute (July 2006)

# ***Finding #8: Lazy River and Water Slides Are Top 2 Facilities That Would Be Used at A New Outdoor Swimming Pool***

## **Q8. Features Respondent Households Would Use if Incorporated into a New Outdoor Swimming Pool**

by percentage of respondents (multiple choices could be made)

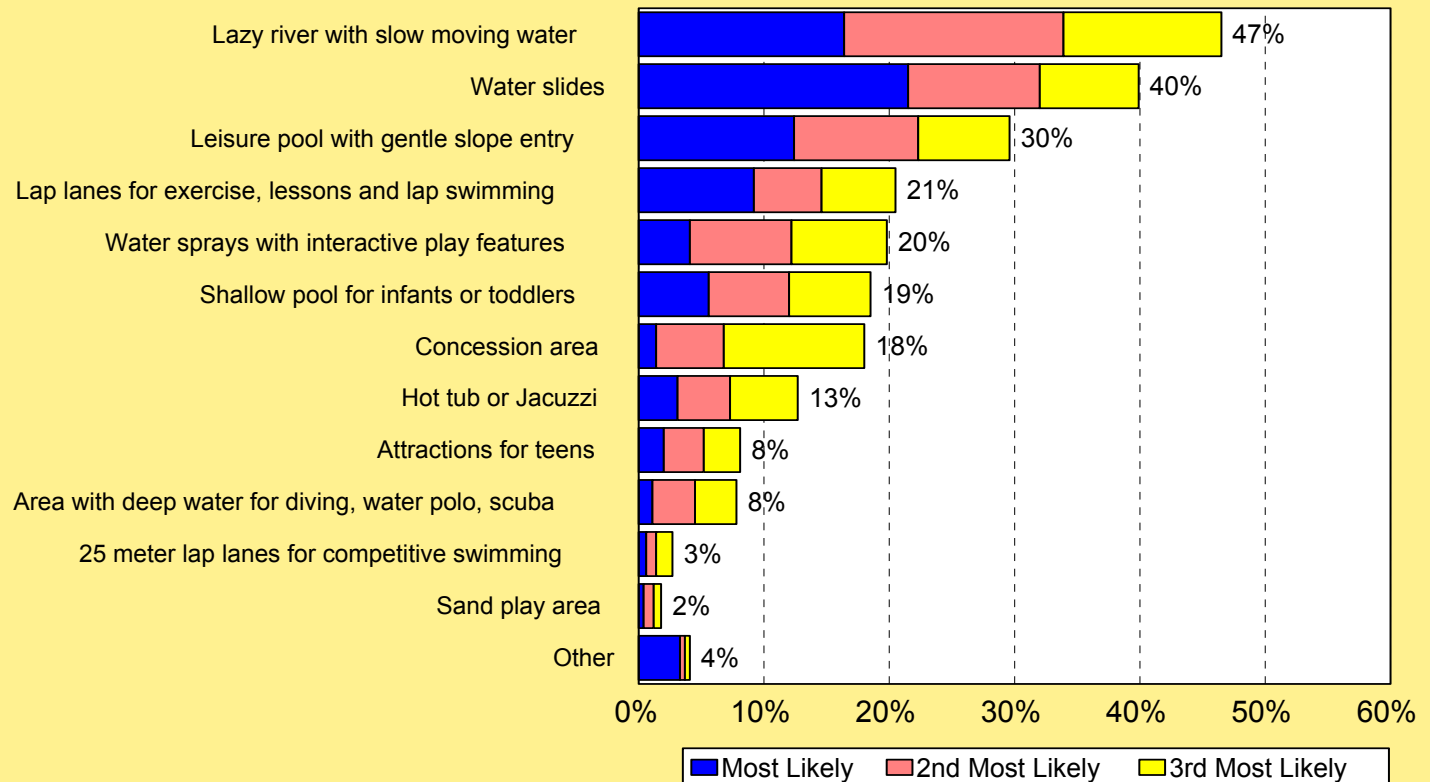


Source: Leisure Vision/ETC Institute (July 2006)

# ***Finding #8: Lazy River and Water Slides Are Top 2 Facilities That Would Be Used at A New Outdoor Swimming Pool***

## **Q9. Features Respondent Households Would Be Most Likely to Use if Incorporated into a New Outdoor Swimming Pool**

by percentage of respondents who selected the item as one of their top 3 choices

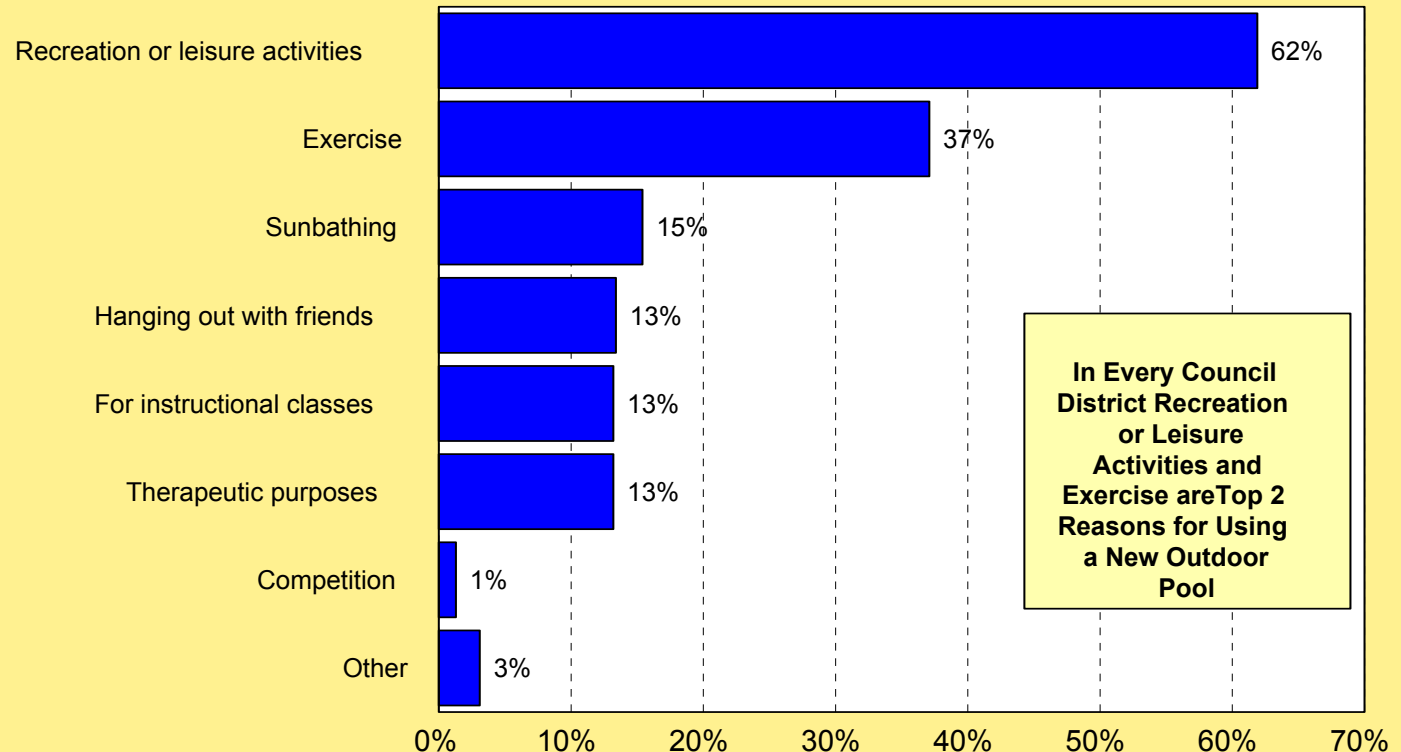


Source: Leisure Vision/ETC Institute (July 2006)

# ***Finding #9: Recreation or Leisure Activities and Exercise are Top 2 Reasons for Using A New Outdoor Swimming Pool***

## **Q10. Purposes for Which Respondent Households Would Use a New Outdoor Swimming Pool**

by percentage of respondents who selected the item as one of their top 2 choices

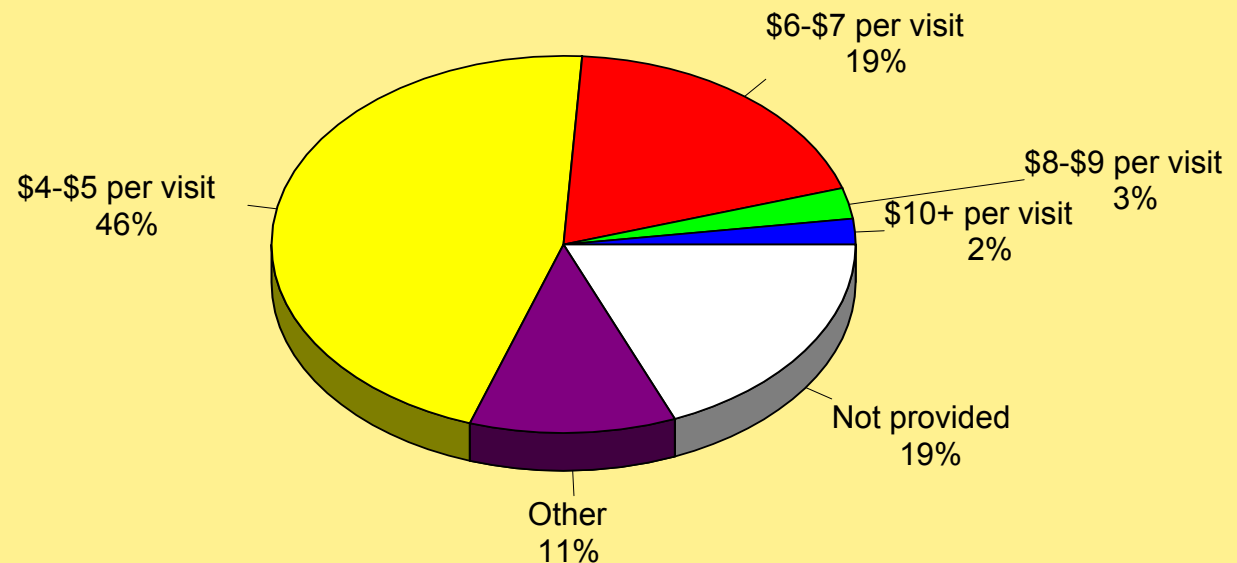


Source: Leisure Vision/ETC Institute (July 2006)

***Finding #10: The Vast Majority of Respondents Would Pay \$4-5 or More for An Adult Visit and \$3 or More for a Child Visit for Using A New Outdoor Swimming Pool***

**Q11. Maximum Amount Respondents Would Pay Per Visit for an Adult to Use a New Outdoor Swimming Pool with the Most Preferred Features**

by percentage of respondents

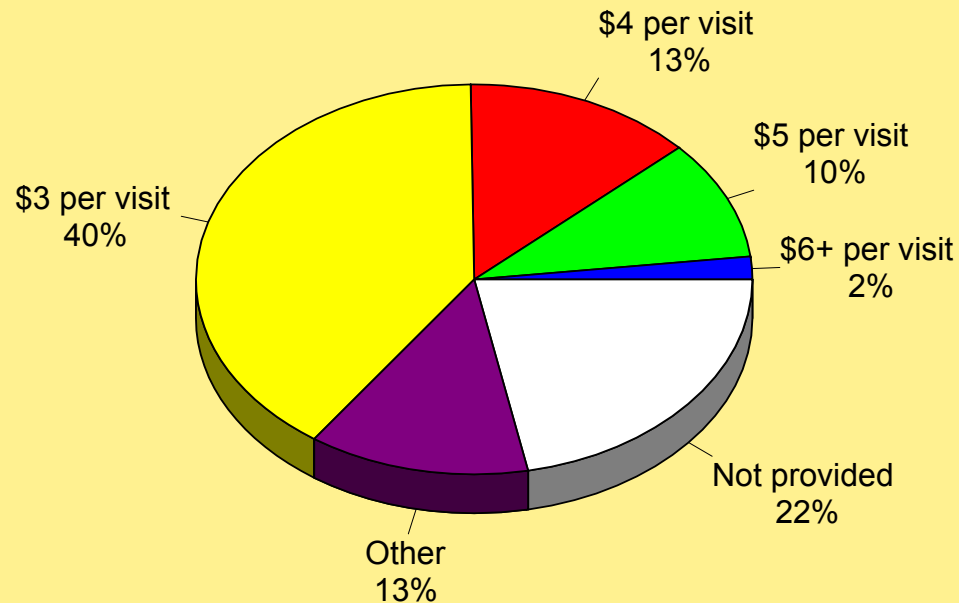


Source: Leisure Vision/ETC Institute (July 2006)

***Finding #10: The Vast Majority of Respondents Would Pay \$4-5 or More for An Adult Visit and \$3 or More for a Child Visit for Using A New Outdoor Swimming Pool***

**Q12. Maximum Amount Respondents Would Pay Per Visit for a Child to Use a New Outdoor Swimming Pool with the Most Preferred Features**

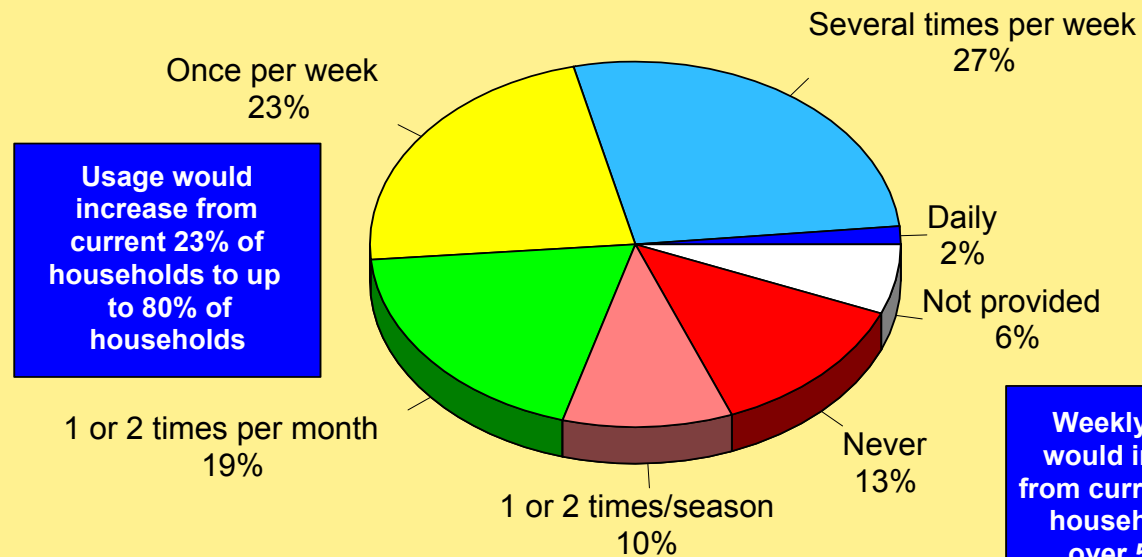
by percentage of respondents



# ***Finding #11: Up to 80% of Households Would Use A New Outdoor Swimming Pool in Greenwood***

## **Q13. How Often Respondent Households Would Use the Outdoor Swimming Pool Each Season if it Had the Types of Features That Are Most Important to Them and Members of Their Household**

by percentage of respondents



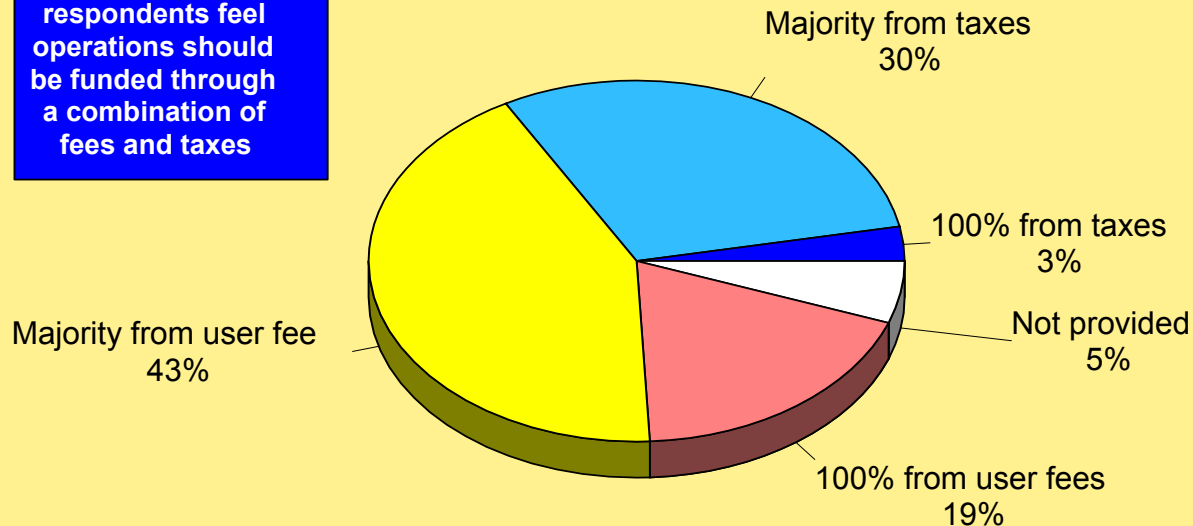


# ***Finding #12: The Vast Majority of Respondents Feel Operating Costs Should Be Funded Through Fees and Taxes.***

## **Q14. How Respondents Feel the Operating Costs For a New Outdoor Pool Should Be Funded**

by percentage of respondents

**Nearly 75% of respondents feel operations should be funded through a combination of fees and taxes**

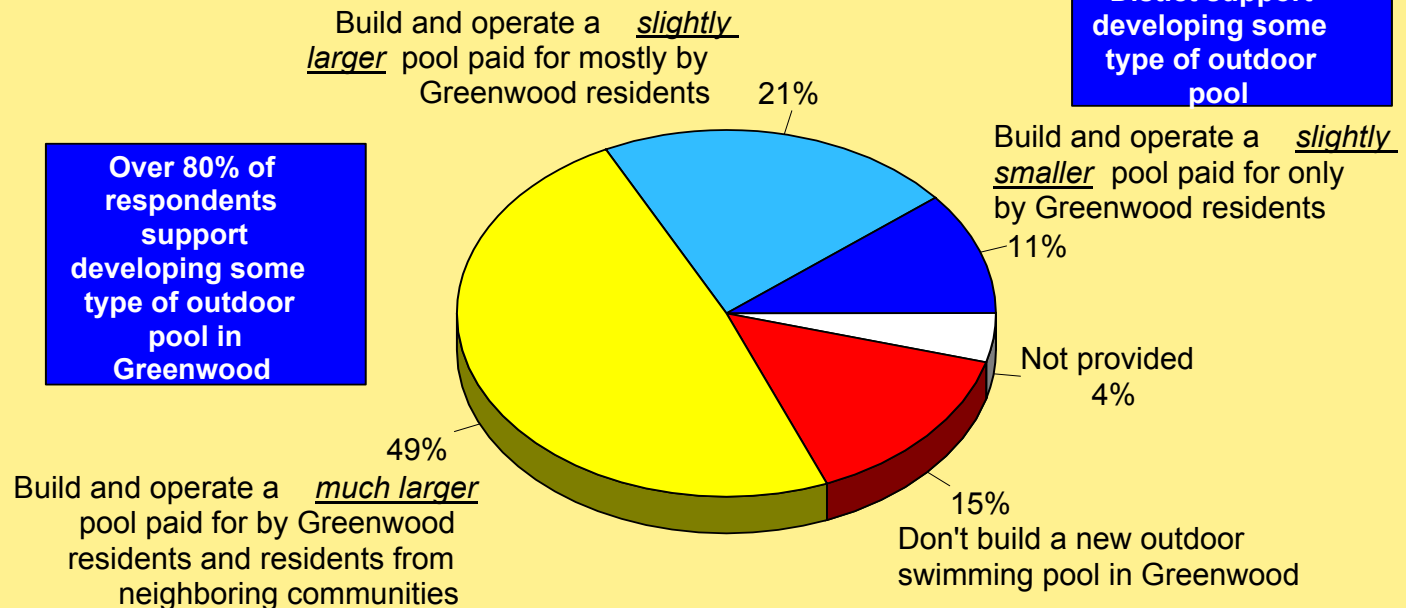


Source: Leisure Vision/ETC Institute (July 2006)

# ***Finding #13: Over 80% of Respondents Favor Developing Some Type of Outdoor Pool in Greenwood***

## **Q15. Option Respondents Most Favor Regarding the Development, Operations and Funding For a New Outdoor Pool in Greenwood**

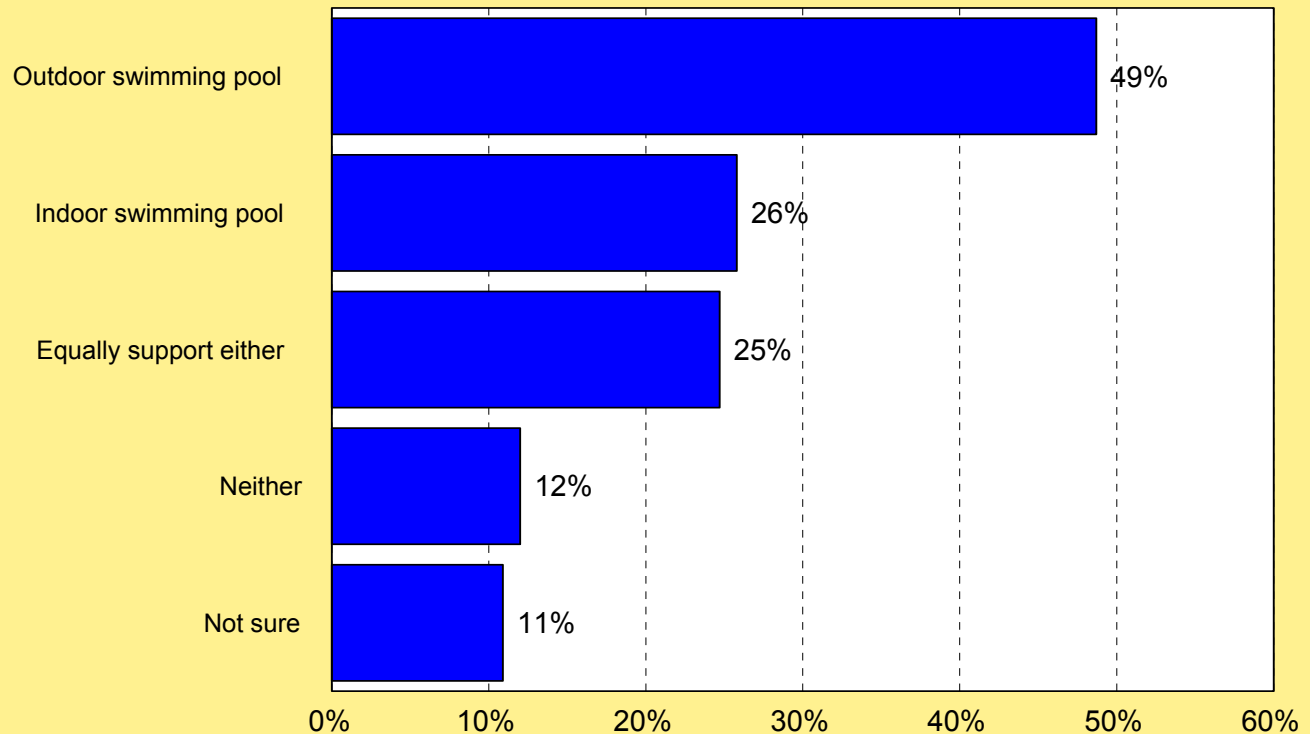
by percentage of respondents



## ***Finding #14: Developing an Outdoor Pool is Preferred Over Developing an Indoor Pool***

### **Q16. Options Respondents Most Support For Developing a New Outdoor or Indoor Swimming Pool in Greenwood**

by percentage of respondents who selected the item as one of their top 2 choices

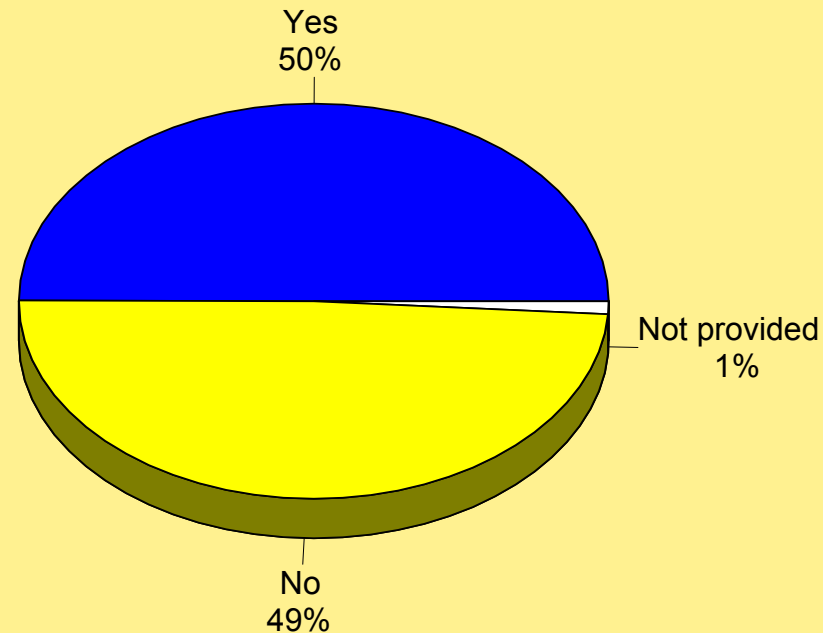


Source: Leisure Vision/ETC Institute (July 2006)

# ***Finding #15: Approximately ½ of Respondents Were Aware that the City of Greenwood Had Purchased a 72 Acre Site***

## **Q17. Are Respondents Aware That the City of Greenwood Recently Purchased a 72 Acre Site on the Southwest Side For a New Community Park**

by percentage of respondents

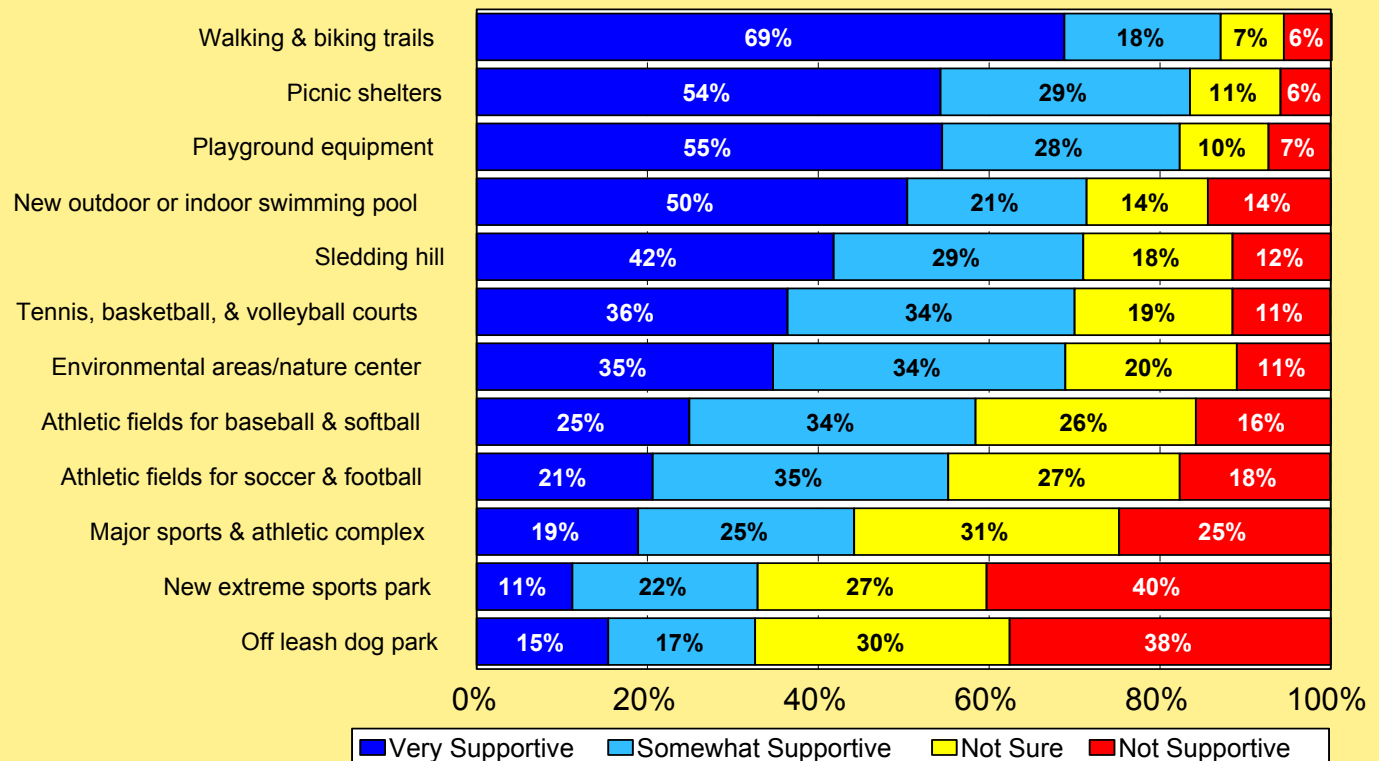


Source: Leisure Vision/ETC Institute (July 2006)

# ***Finding #16: At Least 50% of Respondents Were Very or Somewhat Support of Developing 9 Parks and Recreation Facilities at the 72 Acre Site***

## **Q18. Level of Support for Various Facilities the City of Greenwood Could Develop at the New 72 Acre Community Park**

by percentage of respondents who provided a response

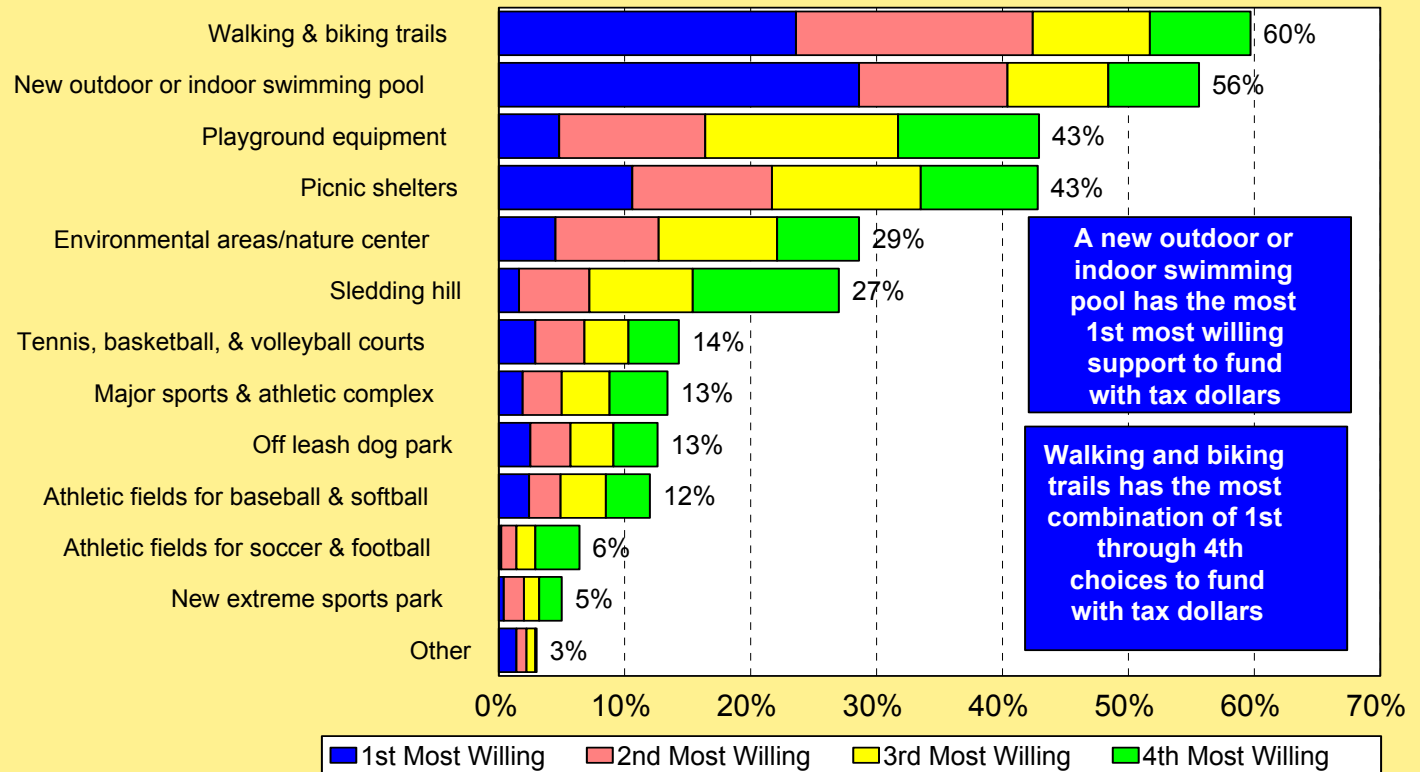


Source: Leisure Vision/ETC Institute (July 2006)

***Finding #17: Walking and Biking Trails, New Outdoor or Indoor Swimming Pool, Playground Equipment, and Picnic Shelters Were Facilities Respondents Were Most Willing to Fund With Tax Dollars***

**Q19. Facilities Respondents Would Be Most Willing to Fund With Their Tax Dollars**

by percentage of respondents who selected the item as one of their top 4 choices

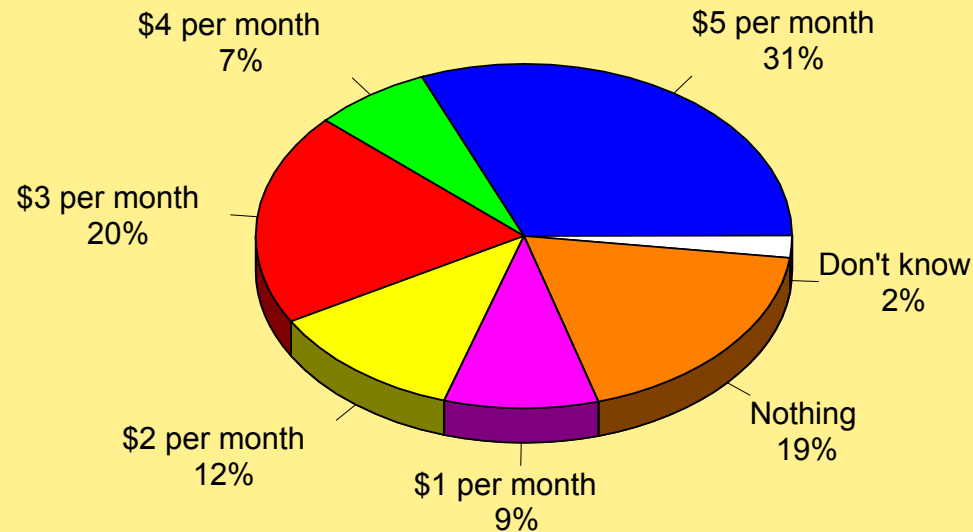


Source: Leisure Vision/ETC Institute (July 2006)

***Finding #18: Over 75% of Respondents Would Be Willing to Pay Some Increase in Property Taxes to Build and Operate the Types of Parks, Recreation, or Swimming Facilities That Are Most Important to Their Household***

**Q20. Maximum Amount of Additional Property Taxes Respondents Would Be Willing to Pay Per Month to Build & Operate the Types of Parks, Recreation or Swimming Facilities That Are Most Important to Their Household**

by percentage of respondents

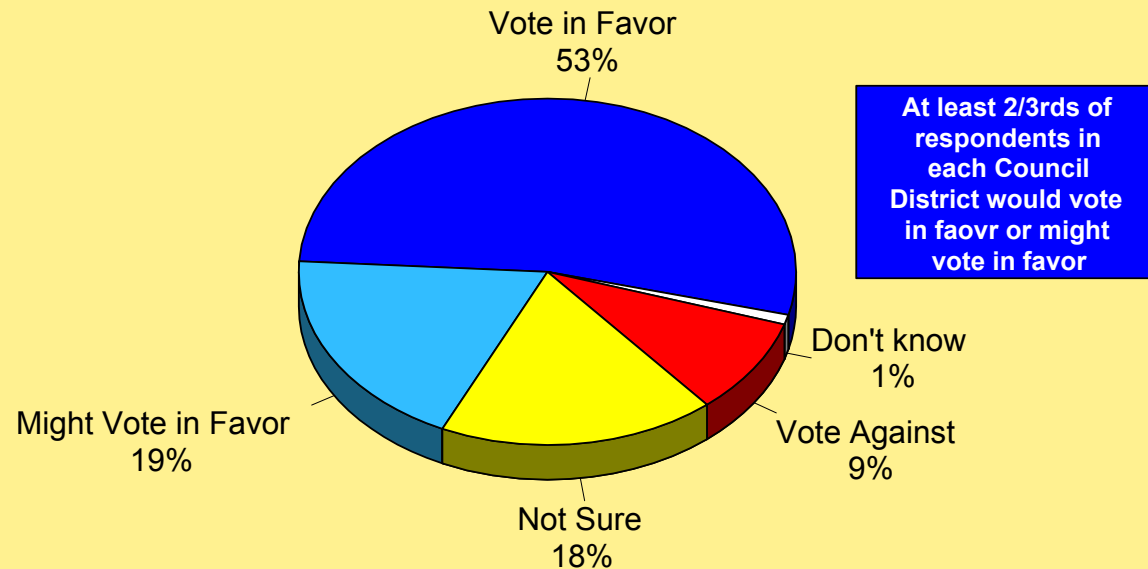


Source: Leisure Vision/ETC Institute (July 2006)

***Finding #19: Over 70% of Respondents Would Vote in Favor or Might Vote in Favor in an Election to Funding the Development & Operations of the Types of Parks, Recreation, or Swimming Facilities That Are Most Important to Their Household***

**Q21. How Respondents Would Vote in an Election to Fund the Development & Operations of the Types of Parks, Recreation, or Swimming Facilities Most Important to Their Household**

by percentage of respondents



Source: Leisure Vision/ETC Institute (July 2006)



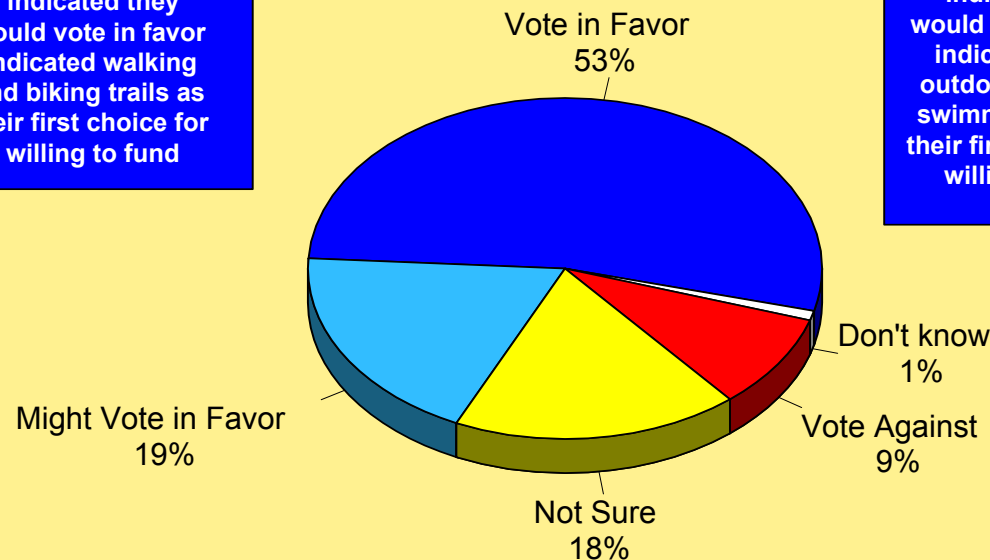
***Finding #19: Over 70% of Respondents Would Vote in Favor or Might Vote in Favor in an Election to Funding the Development & Operations of the Types of Parks, Recreation, or Swimming Facilities That Are Most Important to Their Household***

**Q21. How Respondents Would Vote in an Election to Fund the Development & Operations of the Types of Parks, Recreation, or Swimming Facilities Most Important to Their Household**

by percentage of respondents

24% of those who indicated they would vote in favor indicated walking and biking trails as their first choice for willing to fund

44% of those who indicated they would vote in favor indicated a new outdoor or indoor swimming pool as their first choice for willing to fund

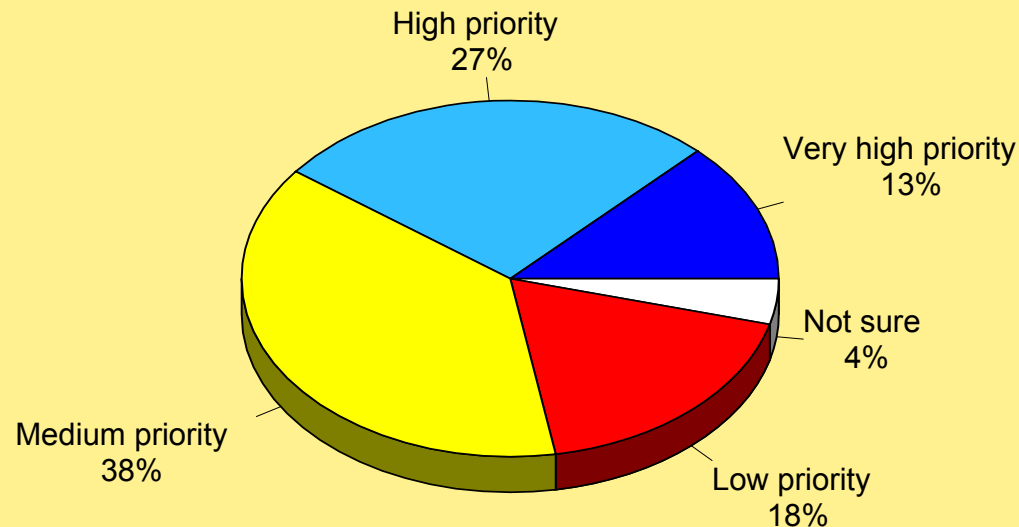


Source: Leisure Vision/ETC Institute (July 2006)

***Finding #20: Nearly 80% of Respondents Feel that Improvements to Parks, Recreation, or Swimming Facilities Are a Medium, High or Very High Priority Compared to Other Priorities the City of Greenwood***

**Q22. Compared to Other Issues in the City of Greenwood, How High of a Priority Should Be Placed on Making Improvements to Parks, Recreation, or Swimming Facilities**

by percentage of respondents



Source: Leisure Vision/ETC Institute (July 2006)

# *Summary of Overall Findings*

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- *Usage of parks is very high with average satisfaction with conditions*
- *Unmet needs exist for a wide range of outdoor and indoor parks and facilities*
- *Walking and biking trails, outdoor swimming pools, and small neighborhood parks are high priorities*

# *Summary of Overall Findings*

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- *23% of resident households use the existing Greenwood Pool*
- *Lack of amenities and use other pools are prime reasons for non-users by those who identify themselves as swimmers*
- *Lazy river and water slides are top 2 program spaces desired in a new outdoor swimming pool*

# *Summary of Overall Findings*

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- *Nearly 80% of respondents would use a new outdoor swimming pool with the amenities that are most important to their household with weekly usage increasing significantly*
- *The vast majority of users would pay adult fees of \$3-\$4 or more per visit or child fees of \$3 or more per visit*
- *The vast majority of respondents favor operating costs being funded through a combination of fees and taxes*

# *Summary of Overall Findings*

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*Approximately 80% of respondents favor developing some outdoor swimming pool in Greenwood*

- *Respondents favor an outdoor swimming pool over an indoor swimming pool*
- *Approximately 50% of respondents are aware the City has purchased a 72 acre site*

# *Summary of Overall Findings*

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*Walking and biking trails, an outdoor swimming pool, playground equipment, and picnic shelters are facilities that would be funded through taxes by the most respondents*

- *58% of respondents would pay at least \$3 per month for improvements to parks, recreation, and swimming facilities and 79% would pay at least \$1.*

# *Summary of Overall Findings*

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*51% of respondents would vote in favor and 19% might vote in favor to fund the types of parks, recreation, and swimming facilities that are most important to their household with 18% being not sure*

- *79% of respondents indicated that improvements to parks, recreation and swimming facilities are at least a medium priority when compared with other city priorities*





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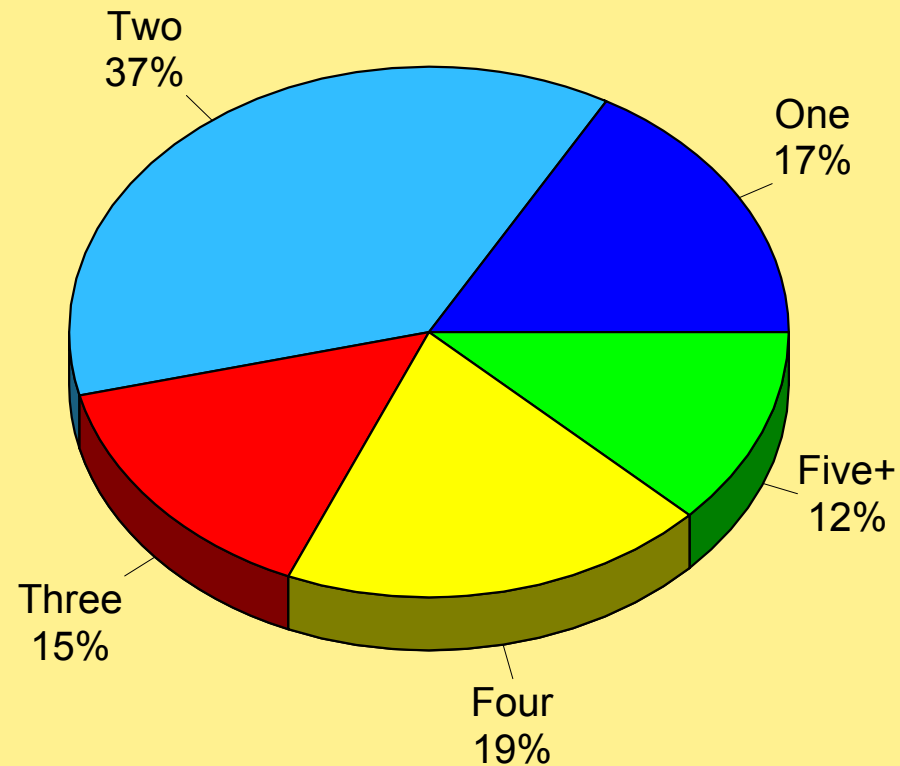
*Questions??*



# *Demographics*

# Q1. Demographics: Number of People in Household

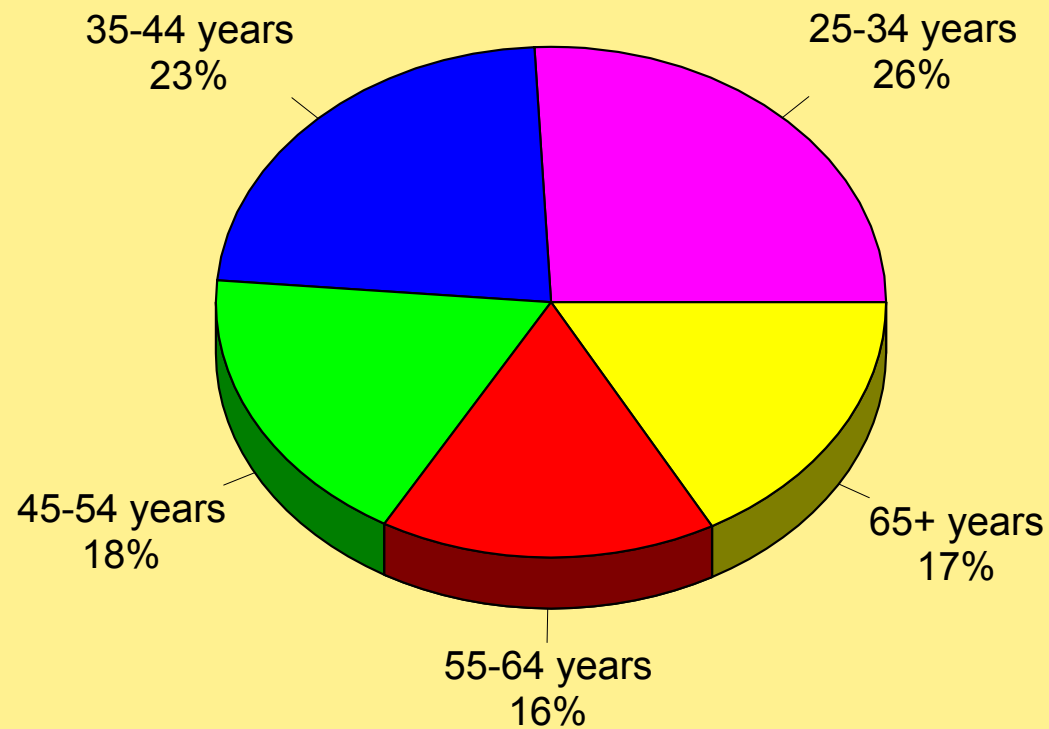
by percentage of respondents



Source: Leisure Vision/ETC Institute (July 2006)

## Q23. Demographics: Age of Respondents

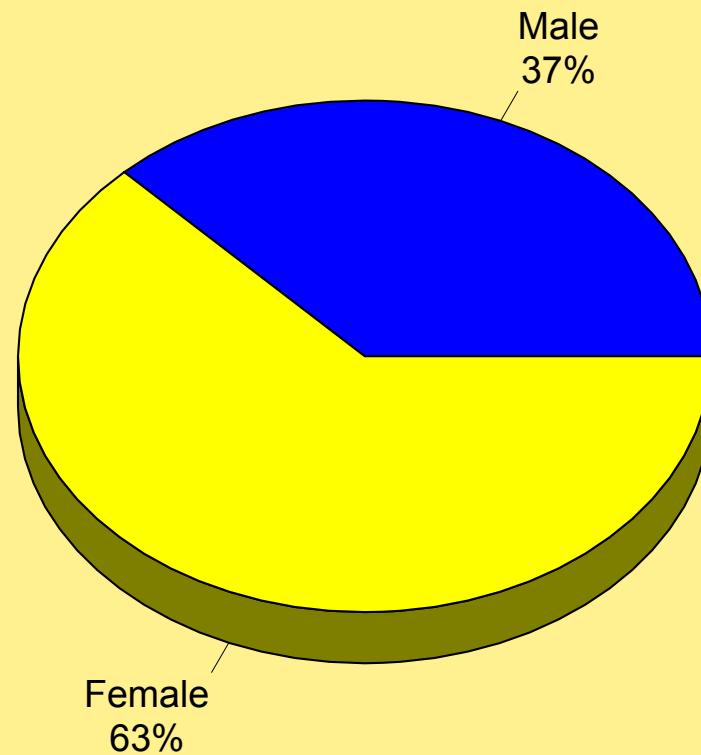
by percentage of respondents



Source: Leisure Vision/ETC Institute (July 2006)

## Q24. Demographics: Gender

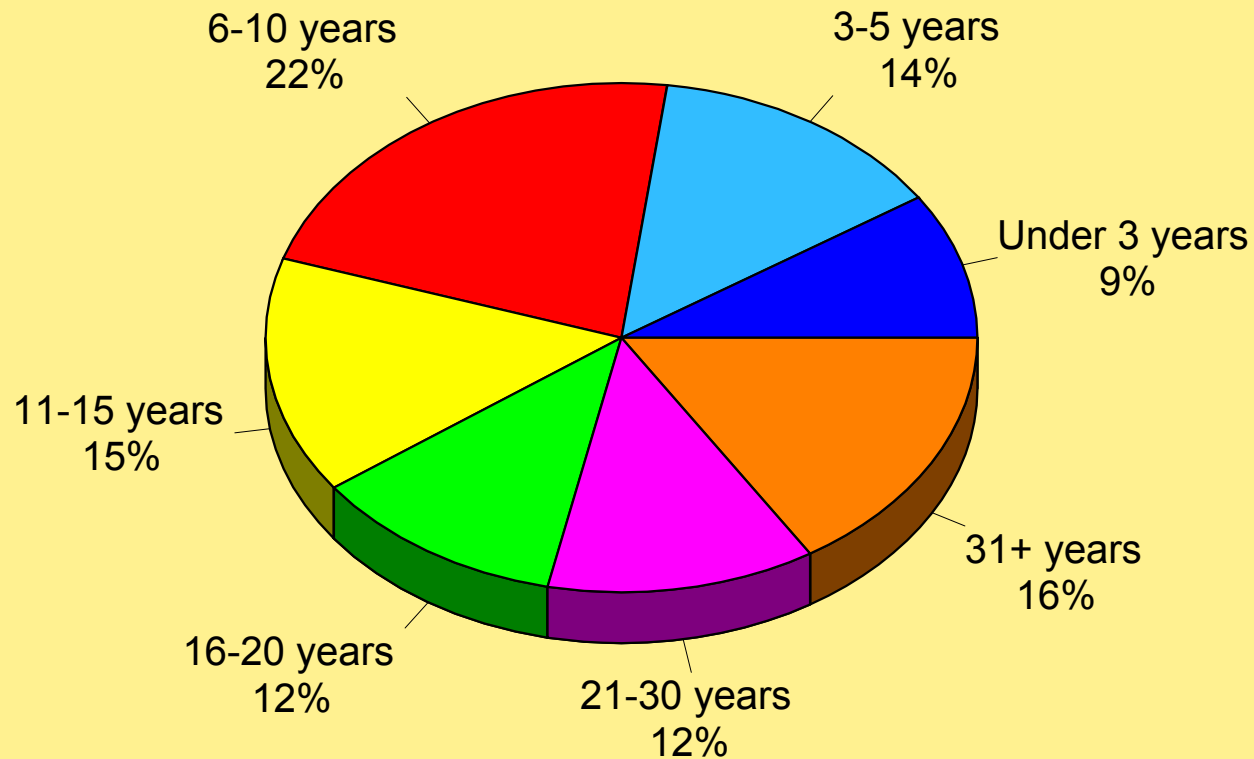
by percentage of respondents



Source: Leisure Vision/ETC Institute (July 2006)

## Q25. Demographics: Number of Years Lived in the City of Greenwood

by percentage of respondents



## Q27. Demographics: Number of People in Household Who Are Registered Voters

by percentage of respondents

